

105/10

(93)

Access DB# 97608

# SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: Eric Shaffer Examiner #: 79394 Date: June 27, 2003  
Art Unit: 3623 Phone Number 305-5283 Serial Number: \_\_\_\_\_  
Mail Box and Bldg/Room Location: 7B03 Results Format Preferred (circle): PAPER DISK E-MAIL

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\*\*\*\*\*  
Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Methods and System for Analyzing Historical Marketing Trends in Companies

Inventors (please provide full names): Balwinder Samra

Earliest Priority Filing Date: 12/29/1999

\*For Sequence Searches Only\* Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Evaluating marketing campaigns based on historical performance data.

Risk models

Trends

Gains chart

## STAFF USE ONLY

Searcher: Boule Akintola

Searcher Phone #: 308 6730

Searcher Location: ERIC 3600

Date Searcher Picked Up: 6-27-03

Date Completed: 6-30-03

Searcher Prep & Review Time: 1.0 hr

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## Type of Search

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# **STIC Search Report**

**EIC 3600**

**STIC Database Tracking Number: 97608**

**TO: Eric Shaffer**  
**Location: CPK5 7B03**  
**Art Unit : 3623**  
**Monday, June 30, 2003**

**Case Serial Number: 09/474631**

**From: Bode Akintola**  
**Location: EIC 3600**  
**PK5-Suite 804, 8A01**  
**Phone: 308-6150**

**Olabode.akintola@uspto.gov**

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FILE 'CONFSCI' ENTERED AT 08:53:40 ON 30 JUN 2003

L1 20 S MARKET? (2N) (CAMPAIGN? OR PROMO?)  
L2 154120 S PERFORMANC? OR ASSESS? OR ANALY? OR EVALUAT?  
L3 2 S L1 AND L2

L3 ANSWER 1 OF 2 CONFSCI COPYRIGHT 2003 CSA  
AN 2000:36941 CONFSCI  
DN 00-033812  
TI **Evaluation of the effectiveness of targeted social marketing to promote adolescent and young adult reproductive health in Cameroon**  
AU Van Rossem, R.; Meekers, D.  
SO American Public Health Association (APHA), P.O. Box 753, Waldorf, MD 20604-0753, USA; phone: 202-777-2742; email: carroll.lewis@apha.org; URL: [www.apha.org/convention/fusion99/index.htm](http://www.apha.org/convention/fusion99/index.htm), Abstracts available. Contact APHA for price..  
Meeting Info.: 994 0058: 127th Annual Meeting of the American Public Health Association (9940058). Chicago, IL (USA). 7-11 Nov 1999. APHA, Healthy People Consortium, Partnerships for Networked Consumer Health Information.  
DT Conference  
FS DCCP  
LA English  
CC 7000 MULTIDISCIPLINARY

L3 ANSWER 2 OF 2 CONFSCI COPYRIGHT 2003 CSA  
AN 2000:34991 CONFSCI  
DN 00-031862  
TI Audience **analysis** for a folic acid and birth defects awareness **campaign** using syndicated **marketing** data  
AU Prue, C.; Lyon-Daniel, K.  
SO American Public Health Association (APHA), P.O. Box 753, Waldorf, MD 20604-0753, USA; phone: 202-777-2742; email: carroll.lewis@apha.org; URL: [www.apha.org/convention/fusion99/index.htm](http://www.apha.org/convention/fusion99/index.htm), Abstracts available. Contact APHA for price..  
Meeting Info.: 994 0058: 127th Annual Meeting of the American Public Health Association (9940058). Chicago, IL (USA). 7-11 Nov 1999. APHA, Healthy People Consortium, Partnerships for Networked Consumer Health Information.  
DT Conference  
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Set	Items	Description
S1	6	AU={SAMRA B? OR SAMRA, B?}
S2	1310889	MARKET?
S3	206612	CAMPAIGN? OR PROMO? ? OR PROMOTION?
S4	4204115	PERFORMANC? OR ASSESS? OR ANALY? OR EVALUAT?
S5	9434	S2(3N)S3
S6	0	S1 AND S5
S7	320	S5(25N)S4
S8	34	S7 AND (HISTOR? OR PAST OR RISK?)
S9	25	S8 NOT PY>1999
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10/5/1 (Item 1 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
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01807081 ORDER NO: AADAA-I9936494

**Promotional enhancement theory: A model for designing promotions that enhance brand evaluations**

Author: Tietje, Brian C.  
Degree: Ph.D.  
Year: 1999  
Corporate Source/Institution: University of Washington (0250)  
Chair: Richard F. Yalch  
Source: VOLUME 60/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 2590. 126 PAGES  
Descriptors: BUSINESS ADMINISTRATION, MARKETING  
Descriptor Codes: 0338; 0633  
ISBN: 0-599-38200-7

It is commonly argued that although sales promotions effectively influence initial brand choice, they may ultimately undermine brand evaluations and repurchase intentions. Prior experimental results demonstrate that under certain conditions, persons who receive a reward for selecting a product exhibit less favorable product **evaluations** than persons who are offered no reward. These findings conflict with the common wisdom of **marketers** who use **promotions** extensively. Either **marketers** are unconcerned with long-run effects or sales promotions may not have the detrimental effects on brand **evaluations** predicted by **past** research.

The current research program focuses on positive promotional effects whereby product evaluations are enhanced by rewards. I apply availability valence theory (Tybout, Sternthal and Calder 1983; Hannah and Sternthal 1984) to a reward context and delineate the psychological processes that lead to enhancement effects. I also synthesize empirical evidence from prior research that is consistent with the availability valence explanation. I then construct a theoretical framework termed Promotional Enhancement Theory that links the theoretical concepts from availability valence theory with promotional execution tactics to explain and predict how promotional factors can enhance consumer product evaluations.

Initial testing of Promotional Enhancement Theory focuses on how the timing and source of promotions impact product evaluations. A reward timing effect was obtained in Study 1 whereby persons who received an immediate, pre-evaluation reward for choosing a new product reported higher product evaluations than persons who received either no reward or a promised-but-delayed reward that was distributed after product evaluations. Furthermore, the delayed reward undermined evaluations relative to the no-reward condition, presumably due to the enhanced task-contingency of the delayed reward. Study 2 demonstrated that immediate rewards do not enhance product evaluations when the source of the reward is unrelated to the product, suggesting that promotions elicit a favorable evaluation of a product only when the information they provide is considered product relevant. These results suggest that promotions can enhance product evaluations when they elicit consumer perceptions of marketer goodwill and minimize the salience of a promotion's task-contingency by maximizing consumer behavioral freedom.

10/5/2 (Item 2 from file: 35)  
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01635259 ORDER NO: AAD98-26462

**TEXAS TECH UNIVERSITY THEATRE SEASON SUBSCRIPTION CAMPAIGN : A MARKETING**

**ANALYSIS AND PLAN**

Author: MARTIN, DEBORAH GAIL

Degree: PH.D.

Year: 1998

Corporate Source/Institution: TEXAS TECH UNIVERSITY (0230)

Chairperson: LINDA DONAHUE

Source: VOLUME 59/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 666. 127 PAGES

Descriptors: THEATER ; EDUCATION, FINANCE ; BUSINESS ADMINISTRATION,  
MARKETING

Descriptor Codes: 0465; 0277; 0338

Formal marketing research has only recently been adopted by many non-profit arts organizations. Negative perceptions of marketing concepts have previously been thought unsuitable for the arts, due to its "bottom line" association within for-profit corporations. However, due to the increased competition among arts communities as a result of a shrinking funding base, the arts are looking closely to the adoption of formal marketing practices within their administrations.

Many arts organizations currently find themselves in a crisis situation of a dwindling patron base as a result of the organization not having enough information about the patrons' wants and attendance behavior. Without this information, the arts are unable to promote their product, and communicate effectively and efficiently with their audiences.

This dissertation reveals the results of formal marketing research conducted at the Texas Tech University Department of Theatre and Dance, specifically addressing the audience profiles of the Mainstage season subscribers. The research was conducted over a five month period using a written survey, a focus group interview, a marketing audit, and observation and informal discussions with subscribers, departmental faculty, and staff.

The information was collected, analyzed, and compared to larger state and national audience profiles. Finally, recommendations for alterations in current marketing practices--in the form of a comprehensive marketing plan--were made. The objective was to reverse the loss of season subscribers and to build the numbers of subscribers to a level attained during the 1993/94 production season--a level recognized as being the highest attained in the Department's production **history**.

The Department of Theatre and Dance finds itself in a very challenging, yet fertile, situation--one in which new faculty members can re-build ties with the season subscribers as well as attract new subscribers that will be drawn to the energy and enthusiasm of a new faculty. This research recognizes these opportunities and makes suggestions that can bring about the most positive results to the current situation.

10/5/3 (Item 3 from file: 35)

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01591740 ORDER NO: AAD97-31381

**STAR COURSE: POPULAR LECTURES AND THE MARKETING OF CELEBRITY IN NINETEENTH CENTURY AMERICA**

Author: CHERCHES, PETER

Degree: PH.D.

Year: 1997

Corporate Source/Institution: NEW YORK UNIVERSITY (0146)

Adviser: JAY ROSEN

Source: VOLUME 58/04-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1341. 322 PAGES

Descriptors: AMERICAN STUDIES ; MASS COMMUNICATIONS ; RECREATION ;  
SPEECH COMMUNICATION

Descriptor Codes: 0323; 0708; 0814; 0459

For about a half-century, from the 1830s to 1880s, the popular lecture was a major American cultural institution, serving a largely middle-class constituency throughout the eastern and middle western states, in cities and towns large and small. Emerging from the educationally-oriented lyceum movement, the popular lecture system became, by the 1850s, primarily a form of popular entertainment. The lecture system presented a diverse group of well known individuals--writers, preachers, scientists, explorers, humorists and actors--in live appearances before hundreds of thousands of Americans each week during a lecture season. Regardless of the pursuit for which their fame had first been earned, these celebrities could all claim the common status of "star-lecturer."

This dissertation traces the **history** of the American popular lecture system, with a particular emphasis on the commercialized, post-Civil War system, and examines the ways in which that system played a significant role in forming our modern "culture of celebrity." The lecture system is viewed as a pre-electronic mass medium that established many of the practices for the marketing and promotion of celebrity that would become mainstays of later media. The **history** of the popular lecture and its significance for an understanding of the mechanisms of celebrity is examined through **analyses** of business practice (programming, **marketing** and **promotion** ), as well as audience and critical response.

10/5/4 (Item 4 from file: 35)

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01562432 ORDER NO: AAD97-17733

**MODELS OF EFFECTIVENESS AS DECISION-MAKING TOOLS: A STUDY OF PRIMARY CARE ASSOCIATION NETWORKS**

Author: MODICA, CHERYL ANNE

Degree: PH.D.

Year: 1997

Corporate Source/Institution: NEW YORK UNIVERSITY (0146)

Chair: DENIS SMITH

Source: VOLUME 58/01-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 124. 135 PAGES

Descriptors: HEALTH SCIENCES, HEALTH CARE MANAGEMENT

Descriptor Codes: 0769

This study presents a methodology by which organizations can apply information gained from multiple effectiveness assessments to organizational decision-making and strategic action selection. It starts from the premise that organizations should assess their effectiveness from multiple perspectives and apply information gained to decision-making and planning processes to ensure their survival and effectiveness. By using this approach, organizations can achieve a balance between maintaining the organizational system and creating variation so as to be capable of adapting to future environments. This requires that organizations engage in assessment activities related to attainment of current organizational goals, system maintenance, and consideration of stakeholders' needs and preferences. While the framework postulated by this study is applied in primary care association networks, the author suggests it is applicable, and should be tested, across multiple organizations and environmental settings.

This study defines PCA networks' **historical** development, explores implications of three approaches to organizational effectiveness assessment upon network decision-making, and expands upon these three approaches to define a model of organizational action aimed toward ensuring



organizational survival and success. Each of the three models presented in this study: Goal, Systems, and Multi-Stakeholder, takes a different perspective to judging organizational effectiveness. Each model offers unique and important recommendations for how and what an organization should pay attention to. This study suggests that together, these models provide a rich set of information relevant to organizational effectiveness and decision-making.

The approach outlined in this study requires that organizations first conduct organizational effectiveness assessments from three perspectives: Goal, Systems, and Multi-stakeholder to identify constraints, opportunities, and expectations, respectively, which impact organizational performance. Information gained from this first step is then applied to considerations of the organization's interaction with its environment. The purpose of this exercise is to "stretch" organizational planning and strategic design efforts to consider alternative actions or strategies thus altering an organization's position and interaction with its environment. The five areas which organizations should match against information learned from the effectiveness **assessments** include: (1) organizational mission/structure/operations; (2) markets/competitive **analysis** ; (3) products/services; (4) **marketing / promotional** activities; and (5) finances.

10/5/5 (Item 5 from file: 35)

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01449543 ORDER NO: AADAA-I9541567

**A STRATEGY FOR MULTI-MEDIA MARKETING AT BETHANY PRESBYTERIAN CHURCH  
(MERCER, PENNSYLVANIA)**

Author: KEEHLWETTER, F. STANLEY  
Degree: D.MIN.  
Year: 1995

Corporate Source/Institution: FULLER THEOLOGICAL SEMINARY, DOCTOR OF  
MINISTRY PROGRAM (0790)

Mentor: ROBERT R. REDMAN, JR.

Source: VOLUME 56/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 3161. 147 PAGES

Descriptors: RELIGION, GENERAL ; MASS COMMUNICATIONS ; BUSINESS  
ADMINISTRATION, MARKETING

Descriptor Codes: 0318; 0708; 0338

A local church is very much like a living organism. As long as there is growth and production of fruit, there is health and vitality. If, however, the organism becomes stagnant and fails to produce, lifelessness sets in and death may be unavoidable. Bethany Presbyterian Church in Mercer, Pennsylvania is a healthy and vibrant body of Believers in Jesus Christ. All outward signs manifest well-being, but a closer look at the congregation reveals that little growth has occurred in the **past** few years.

The primary reason for this stagnation is very simple. There has not been a planned effort at promoting growth. This Ministry Project is a practical attempt to remedy this problem, and to inspire a restoration of evangelistic purpose and visible growth at Bethany Church.

The main thesis of this project is that a comprehensive multi-media marketing strategy, combined with some creative congregational programs, will attract people to Bethany Church and will enable the members of the church to share, within this community, their faith in Jesus Christ.

The concept of a marketing campaign was prompted by reading several of the books written by George Barna. Mr. Barna encourages churches that are interested in growth, and their leaders, to embrace some of the principles

from the world of marketing and advertising. The idea of combining secular marketing strategy and church growth principles is not received with enthusiasm by everyone in the evangelical community. There are many critics who regard the implementation of marketing techniques as a compromise of the biblical message. Therefore, this project carefully deals with these criticisms and endeavors in every instance to maintain a solid biblical approach while taking advantage of contemporary strategies.

A basic design for a multi-media **marketing campaign** at Bethany is presented with ideas for complimentary congregational programs and preaching. The dynamics for successful implementation are considered and tools for **evaluation** are suggested.

As stated at the beginning, the primary intention of this project is to use the plans and ideas that are presented to enable the Bethany congregation to grow.

10/5/6 (Item 6 from file: 35)

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01359506 ORDER NO: AAD94-17675

**GO. FIGHT. WIN. A SOCIAL HISTORY OF CHEERLEADING IN AMERICA**

Author: HANSON, MARY ELLEN

Degree: PH.D.

Year: 1993

Corporate Source/Institution: THE UNIVERSITY OF NEW MEXICO (0142)

Director: M. JANE SLAUGHTER

Source: VOLUME 55/01-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4717. 254 PAGES

Descriptors: AMERICAN STUDIES; **HISTORY** , UNITED STATES; EDUCATION, PHYSICAL

Descriptor Codes: 0323; 0337; 0523

Cheerleading, an American invention with roots in the institutions of sport and education, is a staple in American culture. Its development and cultural significance is examined from the 1800s to the present. Although cheerleading began and flourished for decades as a masculine activity, it is now perceived almost exclusively as a feminized role. This study presents an overview of factors which influenced cheerleading's metamorphosis in fact and in cultural mythology.

A variety of primary and secondary sources were used to document the evolution and imagery of cheerleading: newspaper and magazine articles; prescriptive manuals; scholarly monographs and articles from educational, medical, legal, and popular culture journals; and a sampling of cartoons, films, television programs, advertisements, and fiction. The **history** of cheerleading from its collegiate beginnings in the late 1800s to its spread into secondary and elementary schools by the 1950s is traced, along with related activities such as rooter sections, drill teams, and mascots. The institutionalization and commercialization of cheerleading is described, including the professionalization of adult control and the development of entrepreneurial camps, clinics, and competitions. The adoption of cheerleading by professional sports in the 1960s and its redefinition as mass media entertainment, **marketing** , and **promotion** are discussed.

Changes in the style and content of cheerleading are traced as it evolved from informal, spontaneous expression to highly ritualized, specialized **performance** . Parallel trends emphasizing cheerleading as entertainment and as a competitive sport in its own right are described. Meanings, values, and symbolism associated with cheerleading in American culture are discussed. The cheerleader is an icon which reflects and influences often contradictory values about gender, youth, sports, sex, morality, success, and celebrity. The reality of cheerleading as an

American invention is greatly magnified by its symbolic power in American culture.

10/5/7 (Item 7 from file: 35)

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01332090 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.  
**THE DEVELOPMENT OF AN INNOVATIVE CURRICULUM FOR THE TRAINING OF DENTAL  
MANPOWER (AFRIKAANS TEXT)**

Author: SNYMAN, WILLEM DIEDERICK

Degree: PH.D.

Year: 1993

Corporate Source/Institution: UNIVERSITY OF PRETORIA (SOUTH AFRICA) (6004)

CO-PROMOTERS: W. J. LOUW; P. M. KACHELHOFFER

Source: VOLUME 54/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 3315.

Descriptors: EDUCATION, CURRICULUM AND INSTRUCTION

Descriptor Codes: 0727

Language: AFRIKAANS

The environment in which dentists receive their training, has, over the **past** decades, changed drastically, and is still changing. In order to satisfy the requirements of the community the curriculum, training and evaluation programmes will have to undergo changes.

The purpose of this study was to investigate the management of dental education as a critical performance area and to develop a curriculum at the macro-level for three cadres of dental manpower, which will meet identified requirements.

The curriculum model used in this study ideally ties in with the organisation structure of the Faculty. This structure was investigated and found to consist of a mixture of a "machine" and a "professional" bureaucracy. It was also demonstrated that the disadvantage of this bureaucratic hybrid could be counteracted, whilst still retaining the advantages of the existing system, by the implementation of an "adhocracy" in the form of a matrix-functioning system.

A management manual, essential for the effective functioning of a matrix system, developed for the management of teaching in the Faculty of Dentistry at the University of Pretoria, was found to be suitable, not only for this purpose, but also as a basis for strategic planning in teaching.

The rationale for the necessity of altering the traditional dental curriculum is given in the thesis and three strategies are recommended for solving the problem. Basic premises are concerned with their priorities and weighted value, developed for this study. These were utilised in comparing the traditional model with the proposed diagonally-layered curriculum design.

Finally, the subject objectives and descriptions of the subject courses, as manifested by the identifiable teaching objectives, are illustrated.

An empirical comparison showed that the proposed diagonally-layered curriculum would be an improvement on the traditional curriculum in terms of: professional and **market** orientation, the **promotion** of meta-learning, the support of teaching and **evaluation**, the early exposure of students to preventive clinical dentistry, the promotion of horizontal and vertical integration of various subjects and courses, rationalisation of the curriculum, easier flow--through possibilities for oral hygienists and dental therapists, as well as of the practical implementation and cost effectiveness.

10/5/8 (Item 8 from file: 35)  
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01268342 ORDER NO: AAD92-12360

**CAREER PLATEAUS: A STUDY OF PRODUCTIVITY AND PROMOTABILITY FROM THE ORGANIZATIONAL AND INDIVIDUAL PERSPECTIVE**

Author: STEWART, SUSAN CELESTE  
Degree: PH.D.  
Year: 1991  
Corporate Source/Institution: GEORGIA STATE UNIVERSITY (0079)  
Major Professor: FREDERICK L. OTTE  
Source: VOLUME 52/12-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 4309. 144 PAGES  
Descriptors: EDUCATION, VOCATIONAL  
Descriptor Codes: 0747

**Purpose.** The major purpose of the study was to identify variables which may predict when and if Cooperative Extension Service County Managers will plateau.

**Methods and procedures.** A discriminant function analysis was used to determine if selected work and nonwork variables are predictors of group membership in the four groups related to career plateaus developed by Stoner et al. The variables of interest were self-assessment of productivity and promotability, gender, work **history**, job attitudes, the individual's definition of success, career attitudes, age, educational level, and marital status. The population included all county extension directors employed by the Cooperative Extension Service of the University of Georgia. An assessment instrument related to the independent variables was distributed to the county extension directors. A second instrument was distributed to the supervisors of these individuals. The data collected with the second instrument were used to determine group membership in one of the four groups related to career plateaus. The data were analyzed using a discriminant function analysis. Twenty variables were considered.

**Results.** The study identified nine variables that were predictors of group membership at the .05 level of significance. Those variables were age, propensity to leave their jobs, professional definition of success, **marketability**, **performance**, job attitudes, **promotion** aspiration, company moves, and number of jobs. On the basis of nine predictors, two discriminant functions were calculated. Considered together these variables correctly classified 69.59% of all county extension directors included in the study.

**Conclusions.** Nine variables can determine group membership in the four categories of career plateaus based on promotability and productivity. The analysis is most effective in predicting group membership for managers who are both promotable and productive. It is least effective for those who are promotable but not productive. Age was found to be the single most significant predictor of career plateauing classification.

10/5/9 (Item 9 from file: 35)  
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01267971 ORDER NO: AAD91-17995

**CHICKEN OF THE SEA?: THE U.S. CONSUMER RETAIL DEMAND FOR FISH PRODUCTS (UNITED STATES, CONSUMER DEMAND THEORY)**

Author: WELLMAN, KATHARINE FAULKNER  
Degree: PH.D.  
Year: 1990

Corporate Source/Institution: UNIVERSITY OF WASHINGTON (0250)  
Chairperson: ROBERT HALVORSEN  
Source: VOLUME 52/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 623. 278 PAGES  
Descriptors: ECONOMICS, GENERAL; ECONOMICS, AGRICULTURAL; FISHERIES  
Descriptor Codes: 0501; 0503; 0792

The principal objectives of this study are as follows: (1) to address the limitations of **past** U.S. fish demand research at the retail level through the development of a variation of the Almost Ideal Demand System model of disaggregate fish products; (2) to address relevant model specification and estimation issues including the choice of an appropriate functional form, the incorporation of non-economic variables and household quality choice, and the determination of an estimation procedure for a system of demand equations given a sample with censored dependent variables; and, (3) to address the importance of this economic **analysis** in the context of fisheries management and **market** development and **promotion**. Price and expenditure elasticities, as well as elasticities of substitution between fish products and other animal protein commodities, determined from this work, may be used in the policy analysis of current fisheries management and development problems faced by the U.S. fishery management councils, including stock level protection and the allocation of stocks between fishing sectors and between commercial fishing and marine mammal protection. In addition, by specifying key socio-demographic factors affecting fish consumption, this study may aid in effective fisheries advertising and promotion.

Results indicate that demand for aggregate fish and various fish products are relatively inelastic. Cross-price elasticities are generally moderate while expenditure elasticities are large and positive for aggregate fish, fresh fish and shellfish. Demographic effects, especially geographical division, season, race, occupation, age-sex household composition, and price/income interaction as a proxy for quality are highly significant variables.

Depending on future fish supplies from international trade and aquaculture, increases in retail fish product prices could result in strong fisheries markets and higher ex-vessel prices. This may cause fishing effort to increase in the long-run. Given continued open-access management in the majority of U.S. fisheries, increased fishing effort may in turn lower the yield from fish resources.

10/5/10 (Item 10 from file: 35)  
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01114406 ORDER NO: AAD90-17817  
**A COMPARISON OF CALIFORNIA STATE UNIVERSITIES DEPARTMENTS OF RECREATION AND LEISURE STUDIES TO THE NATIONAL STANDARD AND EVALUATIVE CRITERIA OF THE NATIONAL RECREATION AND PARK ASSOCIATION**

Author: BOZZO, SALVATORE SAM

Degree: ED.D.

Year: 1989

Corporate Source/Institution: UNIVERSITY OF LA VERNE (0476)

Adviser: THOMAS R. HARVEY

Source: VOLUME 51/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 724. 178 PAGES

Descriptors: EDUCATION, CURRICULUM AND INSTRUCTION; EDUCATION, HIGHER

Descriptor Codes: . 0727; 0745

The central problem addressed in this study was to identify the degree to which the core curriculum of each of the California schools in the study

met the 30 criteria encompassed in the professional education core standard. The standards were initially approved in 1975 and revised in 1981.

In order to accomplish this, the study addressed three questions: (1) To what degree did the professional education core of the thirteen California State Universities offering Recreation and Leisure Studies and the professional education core of the NRPA standards compare? (2) Was there a significant difference between the accredited and non-accredited schools on the degree to which the standards were met? (3) What curricular trends have occurred since the last investigation of the Professional Education Core?

A two-phase research design was selected with the first analyzing each of the institutions' core curricula and comparing them to the NRPA evaluative criteria. The second phase of the study was a follow-up interview with the chair of the departments at each of the designated schools.

Findings. This study found that of all the courses offered, two courses, professional field experience and knowledge of the **history** and development of the recreation profession, met the minimum level of acceptance at every California State University offering Recreation and Leisure curricula. Of the thirty criteria in the 1981 Standards and Evaluative Criteria, twelve were a part of the standards used in Brown's study.

The criteria that were not met by the schools were primarily in those areas dealing with legislation, legal formations, **marketing** and **promotion**, and personnel practices.

Conclusions and recommendations. Although the standards and **evaluative** criteria developed in 1975 and revised in 1981 are a basis for curriculum self study and accreditation, the study revealed that all of the public universities in California offering recreation and leisure as a curricula were not accredited and that accredited curricula did not necessarily mean adherence to the standards and evaluative criteria. Additionally, the study further revealed that those schools not in compliance with accreditation made successful attempts at meeting the criteria.

The study also reported that standard nomenclature describing course objectives were lacking and inconsistent.

The study recommended that courses in computers, tort liability and contract negotiations be added to curriculum offerings; and finally, that the thirteen departments investigate the possibilities of standardizing curriculum terminology and course descriptions. (Abstract shortened with permission of author.)

10/5/11 (Item 11 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01088355 ORDER NO: AAD90-05194

**THE ECONOMICS OF HIGH CONCEPT: ECONOMIC AND AESTHETIC CHANGE IN CONTEMPORARY AMERICAN FILM**

Author: WYATT, JUSTIN

Degree: PH.D.

Year: 1989

Corporate Source/Institution: UNIVERSITY OF CALIFORNIA, LOS ANGELES (0031)

CHAIR: HOWARD SUBER

Source: VOLUME 50/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2681. 259 PAGES

Descriptors: CINEMA

Descriptor Codes: 0900

The purpose of this dissertation is to examine the aesthetic and economic parameters of the most commercial type of film being produced in the current American film industry. I am referring to this type of film as high concept. The investigation of high concept follows several different methodological approaches: most prominently, an **historical** /industrial analysis and close textual analysis of the films. While the term, high concept, is used within the film industry to refer to a film with obvious marketing hooks, I re-define the term with particular reference to changes in the market for film during the **past** ten years.

This critical re-definition is based on the assumption that the market for film has been re-structured through the development of new technologies and forms of delivery. The newly configured marketplace has created added importance to films with obvious commercial appeal: films which can play across the new market windows which have developed. By their design, high concept films fit this pattern. These films are intimately tied to their marketing and merchandising. High concept films operate so that a central image from a film is abstracted and extended through the marketing/publicity effort and through related merchandising. **Historically**, the phenomenal rise of marketing in the late 1970s is directly related to the development of these high concept films. The image of the high concept films, which is abstracted through marketing, is constructed through the juxtaposition of popular culture iconography, simplistic storylines which depend heavily upon generic conventions and intertextuality, and a striking visual style. Close textual **analyses** of the films and their **marketing campaigns** illustrate the stylistic and formal systems underlying these films. The relationship between high concept and commercial success is investigated through an empirical model examining box office revenue.

10/5/12 (Item 12 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

(c) 2003 ProQuest Info&Learning. All rts. reserv.

883234 ORDER NO: AAD85-13041

**ORGANIZATIONAL INFLUENCES ON CAREER PATTERNS: AN ANALYSIS OF LAW FIRMS (LABOR MARKETS , PROFESSIONS, PROMOTION )**

Author: WHOLEY, DOUGLAS ROBERT

Degree: PH.D.

Year: 1984

Corporate Source/Institution: UNIVERSITY OF CALIFORNIA, BERKELEY (0028)

Source: VOLUME 46/04-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1024. 230 PAGES

Descriptors: BUSINESS ADMINISTRATION, GENERAL

Descriptor Codes: 0310

Over the **past** forty years the number of lawyers in the United States increased by over 300%. Concomitantly, lawyers moved from solo practice to working in organizations. These changes suggest an understanding of law firm structure and promotion patterns is important in understanding professional working conditions and career patterns.

My aims are to extend existing analyses of professional organization structure by including organization and environment relationships as a determinant of organizational structure and personnel policies in law firms. Law firms are the unit of analysis. The dependent variables vary as a function of the three main topics: (1) the structure of laws firms; (2) staffing patterns in law firms; and (3) the degree of openness in law firm internal labor markets.

Professional organization structure is shown to be influenced by organization and environment relationships. The extent of client linkages,

reflecting interdependence, has a negative influence on the ratio of partners to associates and on complexity, and the number of fields of law a firm claims expertise in.

The findings on staffing patterns suggest that partners, lawyers who bill their work hourly and share in the profits of the firm, generate work and positions for other personnel. Associates and paralegals generate profits for the firm, because their time is billed hourly and they are salaried, and the firm grows. The work of the support staff is not billed out and is a drag on the growth of the law firm.

The final set of findings, on the determinants of law firm internal labor markets, suggest that firm specific skills, organization and environment relationships, and organizational demographics influence promotion and lateral entry. Firm specific skills are positively related to promotion and are negatively related to lateral entry. Organizational interdependencies with clients, particularly the ability to get clients, is positively related to both promotion and lateral entry. Organizational demographics, reflecting **past** promotion practices, have varying impacts on promotion and lateral entry.

10/5/13 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2003 Info. Today Inc. All rts. reserv.

00549889 99PK10-009

**BEA takes wing to new course -- Middleware, transaction software vendor aims at platform provider slot**

Gonsalves, Antone

PC Week , October 4, 1999 , v16 n40 p31, 1 Page(s)

ISSN: 0740-1604

Company Name: BEA Systems

URL: <http://www.beasys.com>

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Reports that BEA Systems Inc. of San Jose, Ca (800) will be leaving its reputation in middleware behind as the company reinvents itself as a platform provider for e-commerce. States that while the company has an respected application server in WebLogic, it has been known in the **past** for its technology, not for its marketing as it begins an aggressive **marketing campaign** to expand its services. States that the company did not offer any product-related news with the new business direction announcement. Cites Yefim Natis, an **analyst** for Gartner Group Inc. in Stamford, CT, who says the move to abandon middleware positioning and move in a completely different area is bold and **risky** . Says BEAs' offerings revolve around WebLogic, the application server that includes its transaction processing monitor, Tuxedo, which will ship with JavaBean support this year. Includes one screen display. (bjp)

Descriptors: Electronic Commerce; Corporate Information; Corporate Strategy

Identifiers: BEA Systems

10/5/14 (Item 1 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2003 The New York Times. All rts. reserv.

00950661 NYT Sequence Number: 068497790606

**Adolph Coors Co opens 1st heavy advertising campaign in its 106-year**



history . Has hired Ted Bates & Co for campaign . Coors marketing executive John H Nichols Jr, executive vice president William Maynard Jr and Lehman Brothers Kuhn Loeb Inc analyst John C Maxwell Jr comment. Illus (M) .)

DOUGHERTY, PHILIP H  
New York Times, Col. 1, Pg. 16, Sec. 4  
Wednesday June 6 1979  
DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English  
RECORD TYPE: Abstract

COMPANY NAMES: BATES, TED, & CO; COORS, ADOLPH, CO  
DESCRIPTORS: ADVERTISING; ADVERTISING (TIMES COLUMN); BEER AND BREWING INDUSTRY  
PERSONAL NAMES: DOUGHERTY, PHILIP H; MAXWELL, JOHN C JR; MAYNARD, WILLIAM JR; NICHOLS, JOHN H JR

10/5/15 (Item 1 from file: 583)  
DIALOG(R) File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

05939441  
BIGMAT EN TROIS DIMENSIONS  
FRANCE: DEVELOPMENT OF BIG MAT  
Negoce (XNK) Jan 1994 No89, p.10-11  
Language: FRENCH

Big Mat, the second largest materials business group, expects a turnover of FFr 3.4bn in 1993, down 1.6% from 1992. Big Mat has 122 members, and attributes its rise to company regionalization and sharing responsibility within the organisation. Big Mat takes advantage of synergy between advertising and chain store awareness. It will continue sponsoring sports events in 1994. The chain will sponsor boxing matches broadcast on TF1, and will continue publishing a sports newspaper under its own name. Members benefit from group support for direct **marketing campaign** . In order to improve stock management and client **risk** , Big Mat has set up Sofimat, a member follow-up file, which is regularly **analysed** , and which can be transmitted to the Societe Financiere des Materiaux, which has accounting and legal services. Big Mat intends to continue growing nationally for full coverage of France, while improving the selection and quality of sales outlets.

COMPANY: BIG MAT

PRODUCT: Marketing (9914); Building Materials, Retail (5201);  
EVENT: Planning & Information (22); Company Reports & Accounts (83);  
COUNTRY: France (4FRA);

10/5/16 (Item 1 from file: 256)  
DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.  
(c)2003 Info.Sources Inc. All rts. reserv.

00115959 DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Traffic Analysis (840521); Market Research (830290)

TITLE: IT Memo To Marketing: Go Out And Play In The Traffic  
AUTHOR: Wilson, Tim  
SOURCE: InternetWeek, v759 p29(1) Apr 5, 1999

ISSN: 0746-8121  
HOMEPAGE: <http://www.internetwk.com>

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

World Wide Web traffic analysis software, originally designed to help IT managers plan for load balancing, is now being used by marketing professionals to identify user patterns and preferences. In the **past**, subjects such as traffic analysis and the IT systems on which traffic flowed, were seen as nothing more than corporate utilities by sales and marketing groups. Now these systems and methods are being used to develop business strategies, including sales plans, **promotional** materials, and **marketing campaigns**. Traffic **analysis** engines are most popular for these functions. Although they are still used by IT managers to plan for load balancing and capacity planning, increased sophistication and 'granularity' of the products is embraced by others in a corporation. For example, traffic analysis packages now not only count Web site visits and IP addresses, but also identify how long users dwelled on a particular page, and whether or not they actually made a purchase. In the end, these new trends have brought together IT managers and sales and marketing professionals in unique new alliances.

COMPANY NAME: Vendor Independent (999999)  
DESCRIPTORS: Internet Marketing; Internet Traffic Analysis; Internet Utilities; Load Balancing; Market Research; System Monitoring  
REVISION DATE: 19990630

10/5/17 (Item 2 from file: 256)  
DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.  
(c)2003 Info.Sources Inc. All rts. reserv.

00080997 DOCUMENT TYPE: Review

PRODUCT NAMES: IdeaFisher Windows (230731)

TITLE: The Art of Making Presentations  
AUTHOR: Farace, Joe  
SOURCE: Photo>Electronic Imaging, v38 n5 p44(2) Apr 1995  
ISSN: 0146-0153  
HOMEPAGE: <http://www.peimag.com>

RECORD TYPE: Review  
REVIEW TYPE: Review  
GRADE: A

IdeaFisher Systems' IdeaFisher for Windows is a big improvement over the Macintosh version, with enhancements that make the brainstorming program easier to use. The product uses word association, data retrieval, analogy, and metaphor to help users launch the creative process. The included IdeaBank is an 'idea thesaurus' that includes retrievable words, ideas, phrases, titles, and events. It also includes about three-quarters of a million idea associations useful for getting **past** a creative block. Several other modules are bundled with the product to help generate fresh ideas for **marketing**, advertising and **promotion**, new product development, and product, services, and company names. During tests, IdeaFisher was easy to use, allowing the creator to **analyze** the target audience, create content and structure, and zero-in on potential benefits

of the plan.

COMPANY NAME: IdeaFisher Systems Inc (471445)

SPECIAL FEATURE: Screen Layouts

DESCRIPTORS: Advertising; Creativity Tools; IBM PC & Compatibles; Research  
& Development; Windows

REVISION DATE: 20000730

Set	Items	Description
S1	1	AU=(SAMRA B? OR SAMRA, B?)
S2	25961763	MARKET?
S3	4213369	CAMPAIGN? OR PROMO? ? OR PROMOTION?
S4	14432867	PERFORMANC? OR ASSESS? OR ANALY? OR EVALUAT?
S5	376588	S2(N)S3
S6	7082	S5(7N)S4
S7	294	S6(10N) (HISTOR? OR PAST OR RISK?)
S8	120	S7 NOT PY>1999
S9	62	RD (unique items)

? show file

File 9:Business & Industry(R) Jul/1994-2003/Jun 26  
(c) 2003 Resp. DB Svcs.

File 15:ABI/Inform(R) 1971-2003/Jun 27  
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File 16:Gale Group PROMT(R) 1990-2003/Jun 26  
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File 148:Gale Group Trade & Industry DB 1976-2003/Jun 25  
(c)2003 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2003/Jun 26  
(c) 2003 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2003/Jun 25  
(c) 2003 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2003/Jun 24  
(c) 2003 The Gale Group

File 20:Dialog Global Reporter 1997-2003/Jun 27  
(c) 2003 The Dialog Corp.

File 476:Financial Times Fulltext 1982-2003/Jun 27  
(c) 2003 Financial Times Ltd

File 610:Business Wire 1999-2003/Jun 27  
(c) 2003 Business Wire.

File 613:PR Newswire 1999-2003/Jun 27  
(c) 2003 PR Newswire Association Inc

File 624:McGraw-Hill Publications 1985-2003/Jun 26  
(c) 2003 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2003/Jun 26  
(c) 2003 San Jose Mercury News

File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc

9/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2518952 Supplier Number: 02518952 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**BT Builds Warehouse**  
(BT will spend multi-million pounds on a data warehouse that will hold all  
of the company's customer information)  
Customer Loyalty Today, v 6, n 7, p 3  
July 1999  
DOCUMENT TYPE: Newsletter; News Brief ISSN: 1352-0415 (United Kingdom)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 60

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...all of BT's customer information under one roof for the first time in  
its **history**, allowing **analysts** to siphon data to drive targeted  
**marketing campaigns**.

9/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2373640 Supplier Number: 02373640 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**DecisionEdge Model For Smaller Banks**  
(IBM will launch versions of its DecisionEdge Relationship Marketing  
product for small and midsize banks)  
Information Week, p 40  
February 15, 1999  
DOCUMENT TYPE: Journal ISSN: 8750-6874 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 161

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...in assets.

The DecisionEdge products are designed to help banks better manage customer  
relationships and **marketing campaigns**, **analyze** profitability, and  
understand **risk** and assets. Versions are available for both AS/400 and  
Netfinity/RS6000 servers. Pricing starts...

9/3,K/3 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2215717 Supplier Number: 02215717 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Fad Life Cycles Follow Four Patterns**  
(Study finds fads can be categorized into the 4 basic types of: true fads;  
cyclical fads; generational fads; and fad-to-franchise)  
Research Alert, v 16, n 15, p 6  
August 07, 1998  
DOCUMENT TYPE: Newsletter ISSN: 0739-358X (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 567

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...into franchises), extend the life of an existing property and link an independent advertising or **marketing campaign** with the next fad. It includes detailed **analysis** of financial **risk**, timing, inventory management, retail strategies and much more.

SOURCE

"The EPM Fad Study," by Karen...

**9/3,K/4 (Item 4 from file: 9)**

DIALOG(R)File 9:Business & Industry(R)

(c) 2003 Resp. DB Svcs. All rts. reserv.

2197465 Supplier Number: 02197465 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Pictet To Enter Retail Fund Biz.**

**(Pictet Fund Management to open 30 existing funds to retail investors; to launch Pictet Fund Account as first dedicated retail division)**

Global Fund News, v II, n 13, p 1+

June 29, 1998

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 385

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...PFA will begin roadshows across Switzerland, Germany, Italy and France and is currently developing a **marketing campaign**. It plans to compete by marketing **past performance** on existing funds and its established name in private banking.

Pictet will open about 30...

**9/3,K/5 (Item 1 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01909308 05-60300

**Baiting the hook**

Thompson, Courtenay

Internal Auditor v56n3 PP: 69-71 Jun 1999

ISSN: 0020-5745 JRNL CODE: IAU

WORD COUNT: 1377

...TEXT: marketing department was trying to avoid responsibility for a failed campaign, so he began by **assessing the marketing campaign's** recent **history**.

It didn't take him long to determine that Erika's conclusion was probably accurate...

**9/3,K/6 (Item 2 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01851820 05-02812

**Count us in**

Anonymous

Electric Perspectives v24n4 PP: 8-9 Jul/Aug 1999

ISSN: 0364-474X JRNL CODE: ELP

WORD COUNT: 458

...TEXT: an individual level.

For business, too, the data derived from the census have several uses--  
**analyzing** business **risk**, identifying markets, refining communications  
and **marketing** **campaigns**, **analyzing** labor markets, locating new  
construction, and so on. Since more participation means more information,  
the...

**9/3,K/7 (Item 3 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01766421 04-17412

**Turning the tables on tradition**

Hill, Barry

Credit Control v19n10 PP: 22-25 1998

ISSN: 0143-5329 JRNL CODE: CRT

WORD COUNT: 1099

...TEXT: campaigns are a mainstay of new customer acquisition.

Even the UK's most sophisticated direct **marketing** **campaigns**  
incorporating up-front **risk** **assessment** and the 'lifetime value' of the  
potential customer --still make the automatic assumption that it...

**9/3,K/8 (Item 4 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01135373 97-84767

**Keeping the seats warm**

Hutheensing, Nikhil

Forbes v157n1 PP: 62-63 Jan 1, 1996

ISSN: 0015-6914 JRNL CODE: FBR

WORD COUNT: 754

...TEXT: revenues increased only 20% from a year earlier--the slowest  
increase in the company's **history** --and net remained flat.

The company attributes the poor **performance** to delayed mailings in a  
**marketing** **campaign** that was designed to attract new cardholders. But  
the biggest problem facing Chasen is restaurant...

**9/3,K/9 (Item 5 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

00813574 94-62966

**The changing role of market research (Part 1)**

Belford, Larry

Medical Marketing & Media v29n1 PP: 50-54 Jan 1994

ISSN: 0025-7354 JRNL CODE: MMM

WORD COUNT: 1335

...TEXT: all levels of the organization will also pressure market research to develop and participate in **analyses** of return on investment (ROI) from individual **marketing campaigns**. **Historically**, individual marketing programs, for the most part, have not been examined in light of ROI...

**9/3,K/10 (Item 6 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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00790676 94-40068

**Mapping out risks on the desk top**

Anonymous

Insurance Systems Bulletin v9n2 PP: 8-9 Oct 1993

ISSN: 0268-1935 JRNL CODE: INB

WORD COUNT: 669

...ABSTRACT: and brokers use desktop mapping to view databases geographically on an ordinary desktop computer to **analyze risks**, track claims, and plan **marketing campaigns**. Companies such as NIG Skandia have turned to Mapinfo, one of the most widely used...

...TEXT: Insurers and brokers use it to view databases geographically on an ordinary desktop computer to **analyze risks**, track claims and, plan **marketing campaigns**.

For example, by viewing **past** subsidence claims geographically, claims managers or analysts can spot an increasing local trend that could...

**9/3,K/11 (Item 7 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

00336025 86-36439

**Sale of the Century**

Gerrie, Anthea

Marketing v27n1 PP: 28-32 Oct 2, 1986

ISSN: 0025-3650 JRNL CODE: MAR

...ABSTRACT: used as a vehicle for selling to key multiple chain stores on the basis of **past performance**. Heinz's trade **marketing promotions** manager, Ian Fryer, notes that the brand is vulnerable because of the narrowness of its...

**9/3,K/12 (Item 8 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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00126830 80-20881

**Step-by-Step Marketing Approach-Part 2**

Anonymous

Small Business Report v5n10 PP: 23-27 Oct 1980

JRNL CODE: SBR



...ABSTRACT: policies in relation to the overall marketing plan. Companies can review their promotional strategy by **analyzing** their **past marketing promotional** methods. The promotional strategy typically combines various promotional vehicles including: 1. face-to-face sales...

9/3,K/13 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

06811767 Supplier Number: 57609000 (USE FORMAT 7 FOR FULLTEXT)

**Experian launches Discovery Database Solutions; Database Management System Provides Complete Integration of Customer Data Among Multiple Data Storage Devices.**

Business Wire, p1147

Nov 17, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 499

... and service level detail, which allows for a better understanding of individual customers for tailored **marketing campaigns**, more accurate **risk assessment** across all business units, and overall better portfolio management.

"Discovery Database Solutions consolidates valuable information...

9/3,K/14 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

06808853 Supplier Number: 57596321 (USE FORMAT 7 FOR FULLTEXT)

**RTMS and Experian's Customer Insight Company To Merge; Combined Company Will Be Top-3 Player in Marketing Automation Market.**

Business Wire, p1494

Nov 16, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 620

... is known for its ability to help retailers increase customer share of wallet with individualized **marketing campaigns** based on **past** transactions, while **AnalytiX** engines help business analysts parse customer information in thousands of ways to facilitate business-critical ...

9/3,K/15 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

06765686 Supplier Number: 56895456 (USE FORMAT 7 FOR FULLTEXT)

**The Ongoing Challenge of Managing Customer Information.(Without the marketing knowledge that any smart, modern retailer has, banks will lose opportunities to sell and service their best customers.)**

Jameson, Paul

Bank Technology News, pITEM9929800F

Oct, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade  
Word Count: 1951

... actionable customer information. This actionable customer information may include appropriate purchase recommendations based on segmentation **analysis** and customer profitability, consultative advice, active **marketing campaigns**, customer issues, contact **history**, etc. Causes for this dilemma include performance restrictions associated with the information management focus of...

**9/3,K/16 (Item 4 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

06698296 Supplier Number: 56014143 (USE FORMAT 7 FOR FULLTEXT)  
**SEDONA Announces Strategic Relationship With Oracle Corp. for Data Visualization Capabilities; SEDONA to Make Visualization Components Available for Oracle CRM 11i.**

Business Wire, p1380  
Oct 6, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 629

... map backgrounds. For example, in an effort to achieve closed loop marketing, managers need to **analyze past campaigns**, **market drivers**, and create new targeted campaigns to gain revenue.  
These campaign programs become clearest when...

**9/3,K/17 (Item 5 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

06689280 Supplier Number: 55970566 (USE FORMAT 7 FOR FULLTEXT)  
**Media Vision Productions Inc. (MVPI) Announces Name Change To 'eCONTENT INC.'; New Symbol: 'ETNT'.**

PR Newswire, p8689  
Oct 4, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 919

... ESTIMATED 150,000,000 PEOPLE, who now constitute the target market for eCONTENT INC. Internet **marketing campaigns**.  
(Sophisticated private investors, able to **evaluate** and sustain the **risk** inherent in the developmental stage of a public corporation have financed the initial growth of...

**9/3,K/18 (Item 6 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06458930 Supplier Number: 55143804 (USE FORMAT 7 FOR FULLTEXT)  
**Mining Specification Scramble. (Microsoft's OLE DB for data mining interface) (Company Business and Marketing)**  
Sullivan, Thomas  
ENT, v4, n12, p26

June 23, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Professional  
Word Count: 574

... claims this will provide customers with transparent access to solutions such as fraud detection, credit- **risk analysis** , **marketing campaign** management, one-to-one marketing and adaptive Web content from existing line-of-business applications...

**9/3,K/19 (Item 7 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

06369223 Supplier Number: 54732245 (USE FORMAT 7 FOR FULLTEXT)  
**Microsoft to Develop OLE DB Extensions for Data Mining.**  
Computergram International, pNA  
May 26, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 349

... product, says Microsoft, will enable end users to "transparently access" applications like fraud detection, credit- **risk analysis** , **marketing campaign** management and one-to-one marketing. "So an ISV that develops fraud detection algorithms for...

**9/3,K/20 (Item 8 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06359762 Supplier Number: 54700877 (USE FORMAT 7 FOR FULLTEXT)  
**Microsoft Announces Vendor Initiative to Create Open Data Mining Specification.**  
PR Newswire, p6133  
May 24, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 724

... solutions. This advance will enable customers to transparently access sophisticated solutions like fraud detection, credit- **risk analysis** , **marketing campaign** management, one-to-one marketing and adaptive Web content from existing line-of-business applications...

**9/3,K/21 (Item 9 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06292240 Supplier Number: 54463343 (USE FORMAT 7 FOR FULLTEXT)  
**Solutions '99 Highlights New Hyperion Analytic Application Partners, Resellers and Certified Gold Consulting and Tools Partners.**  
Business Wire, p0155  
April 26, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 727

... within a broad range of analytic application solutions. The partnerships will provide customers with enhanced **analytic** application solutions in areas such as **marketing campaign** management **analysis**, supply chain **analysis** and asset management, **risk** management for capital markets, insurance profit and loss analysis and government budgeting.

Partners announcing new...

9/3,K/22 (Item 10 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06287951 Supplier Number: 54448127 (USE FORMAT 7 FOR FULLTEXT)  
**Hyperion Solutions Reports Third Quarter Results.**  
Business Wire, p0353  
April 22, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1488

... independent software vendors who will integrate and resell Hyperion Essbase within a broad range of **analytic** applications, in areas such as **marketing campaign** management **analytics**, supply chain **analytics** and asset management, **risk** management for capital markets, insurance profit and loss analysis, and government budgeting.

About Hyperion Solutions...

9/3,K/23 (Item 11 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06133685 Supplier Number: 53883133 (USE FORMAT 7 FOR FULLTEXT)  
**DecisionEdge Model For Smaller Banks. (IBM's DecisionEdge Relationship Marketing software for small and midsize banks to manage customer relationships and marketing campaigns) (Brief Article) (Product Announcement)**  
Engler, Natalie  
InformationWeek, p40(1)  
Feb 15, 1999  
Language: English Record Type: Fulltext  
Article Type: Brief Article; Product Announcement  
Document Type: Magazine/Journal; Tabloid; General Trade  
Word Count: 164

The DecisionEdge products are designed to help banks better manage customer relationships and **marketing campaigns**, **analyze** profitability, and understand **risk** and assets. Versions are available for both AS/400 and Netfinity/RS6000 servers. Pricing starts...

9/3,K/24 (Item 12 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

05958418 Supplier Number: 53228368 (USE FORMAT 7 FOR FULLTEXT)  
**ROI Becomes a Reality for Marketers ... with New Marketing Software Tool.**  
Business Wire, p1291  
Nov 17, 1998

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 244

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...ROIit! 98 an easy to use software product for marketers to utilize in forecasting and **evaluating** their future and **past marketing campaigns**. A **marketing campaign** could be a trade show, a print ad, a direct mail program or other marketing...

9/3,K/25 (Item 13 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

05605396 Supplier Number: 48482086 (USE FORMAT 7 FOR FULLTEXT)

**EnCyc and ON!contact Ally to Deliver Knowledge Solution For Sales, Marketing, and Customer Service**

PR Newswire, p0513DEW030

May 13, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 969

... medium and large enterprises. Lead generation and distribution, field sales, telemarketing, opportunity management, customer service, **marketing campaigns** and **analysis**, and order **history** are some of the most common areas for which CMS is used. CMS provides comprehensive...

9/3,K/26 (Item 14 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
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05603447 Supplier Number: 48479464 (USE FORMAT 7 FOR FULLTEXT)

**SAP Announces Comprehensive Banking Industry Solution Components, Available Immediately, Enable Comprehensive Performance Analysis and Risk Evaluation.**

Business Wire, p5121001

May 12, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1861

... solution consists of four critical focus areas, each with several integrated applications:

-- Strategic Enterprise Management (SEM)	-- <b>Marketing Campaign</b> Manager
-- <b>Risk Analyzer</b>	
-- Event-Driven Response	
-- Profitability Analyzer	Manager
-- Strategy Analyzer	
-- Core Banking	-- Business Management
-- Transaction...	-- Human Resources

9/3,K/27 (Item 15 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
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05225968 Supplier Number: 47970264 (USE FORMAT 7 FOR FULLTEXT)

**Fed-Nacha Dispute May Stall Promotion of Direct Deposit**

MARJANOVIC, STEVEN

American Banker, p1

Sept 10, 1997

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 933

... support of any marketing campaign is vital. Private-sector ACH processors are in agreement to **assessing** marketing fees.

**Marketing campaigns** promoting direct deposit have been the most successful in the **past**. About 50% of paychecks in the United States are delivered by ACH direct deposit.

Nacha...

9/3,K/28 (Item 16 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

04387669 Supplier Number: 46436505 (USE FORMAT 7 FOR FULLTEXT)

**Taking Value-at-Risk Analysis Beyond the Trading Floor**

American Banker, p8A

June 3, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 955

... find itself committed to twice the amount at the higher initial rate. Without value-at- **risk analysis**, managers may initiate a successful **marketing campaign** that serves to compound dangers they haven't fully assessed. Before they know it, the...

9/3,K/29 (Item 17 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

04135537 Supplier Number: 46035525 (USE FORMAT 7 FOR FULLTEXT)

**Keeping the seats warm**

Forbes, p62

Jan 1, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; General Trade

Word Count: 712

... revenues increased only 20% from a year earlier--the slowest increase in the company's **history**--and net remained flat.

The company attributes the poor **performance** to delayed mailings in a **marketing campaign** that was designed to attract new cardholders. But the biggest problem facing Chasen is restaurant...

9/3,K/30 (Item 18 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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02473153      Supplier Number: 43262956    (USE FORMAT 7 FOR FULLTEXT)  
**Banks Wise Up To The Expertise Of Artificial Intelligence Systems**  
Bank Technology News, p1  
Sept, 1992  
Language: English      Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count:    1907

...      and resolving customer disputes. Neural nets are being employed to spot fraud, predict bankruptcy, do **risk** analysis, **analyze** handwritten documents, and predict consumer response to **marketing campaigns**.

Banks began to experiment with expert systems and neural nets in the mid to late...

**9/3,K/31      (Item 19 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

01301182      Supplier Number: 41524621    (USE FORMAT 7 FOR FULLTEXT)  
**On Housing Inspections and Research**  
Marketing Computers, v0, n0, p18  
Sept, 1990  
Language: English      Record Type: Fulltext Abstract  
Document Type: Magazine/Journal; Trade  
Word Count:    950

...      the property." Once a plan has been made to focus on specific strategies for the **marketing promotion**, research can be used to **evaluate** the level of **risk** involved in taking that step.

For example, a concept for a new advertising campaign may...

**9/3,K/32      (Item 1 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

08719119      SUPPLIER NUMBER: 18347697    (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Taking value-at-risk analysis beyond the trading floor. (Management Strategies)**  
Lacross, Dave  
American Banker, v161, n105, p8A(2)  
June 3, 1996  
ISSN: 0002-7561      LANGUAGE: English      RECORD TYPE: Fulltext; Abstract  
WORD COUNT:    1030      LINE COUNT:    00085

...      find itself committed to twice the amount at the higher initial rate. Without value-at- **risk analysis**, managers may initiate a successful **marketing campaign** that serves to compound dangers they haven't fully assessed. Before they know it, the...

**9/3,K/33      (Item 2 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

04815878      SUPPLIER NUMBER: 08854988    (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**On housing inspections and research. (market research) (column)**  
Adams, John

Marketing Computers, v10, n9, p18(1)

Sept, 1990

DOCUMENT TYPE: column

ISSN: 0895-5697

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 979

LINE COUNT: 00077

... the property." Once a plan has been made to focus on specific strategies for the **marketing promotion**, research can be used to **evaluate** the level of **risk** involved in taking that step.

For example, a concept for a new advertising campaign may...

**9/3,K/34 (Item 1 from file: 621)**

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2003 The Gale Group. All rts. reserv.

01622577 Supplier Number: 48360635 (USE FORMAT 7 FOR FULLTEXT)

**Prism Solutions' 1997 Customer Success Demonstrates Emergence of Data Warehousing as Global Competitive Business Weapon**

PR Newswire, pN/A

March 16, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1430

... data warehouses

to support a variety of strategic business applications including customer relationship management, targeted **marketing campaigns**, **risk**

management, product and sales **performance**, and profitability management. Prism's customers include many of the world's most prominent leaders...

**9/3,K/35 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2003 The Gale Group. All rts. reserv.

04181942 Supplier Number: 54721490 (USE FORMAT 7 FOR FULLTEXT)

**MICROSOFT: Microsoft announces vendor initiative to create open data mining specification.**

M2 Presswire, pNA

May 25, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 719

... solutions. This advance will enable customers to transparently access sophisticated solutions like fraud detection, credit- **risk analysis**, **marketing campaign** management, one-to-one marketing and adaptive Web content from existing line-of-business applications...

**9/3,K/36 (Item 2 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2003 The Gale Group. All rts. reserv.

04158255 Supplier Number: 54499260 (USE FORMAT 7 FOR FULLTEXT)

**HYPERION SOLUTIONS: "Solutions '99" user conference highlights new Hyperion analytic application partners.**



M2 Presswire, pNA  
April 27, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 744

... within a broad range of analytic application solutions. The partnerships will provide customers with enhanced **analytic** application solutions in areas such as **marketing campaign** management **analysis**, supply chain **analysis** and asset management, **risk** management for capital markets, insurance profit and loss analysis and government budgeting.  
Partners announcing new...

**9/3,K/37 (Item 3 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

04154615 Supplier Number: 54460505 (USE FORMAT 7 FOR FULLTEXT)  
**HYPERION SOLUTIONS: Hyperion Solutions reports third quarter results.**  
M2 Presswire, pNA  
April 23, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 998

... independent software vendors who will integrate and resell Hyperion Essbase within a broad range of **analytic** applications, in areas such as **marketing campaign** management **analytics**, supply chain **analytics** and asset management, **risk** management for capital markets, insurance profit and loss analysis, and government budgeting.  
About Hyperion Solutions...

**9/3,K/38 (Item 4 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

03881107 Supplier Number: 48483043 (USE FORMAT 7 FOR FULLTEXT)  
**SAP UK LTD: SAP announces comprehensive banking industry solution**  
M2 Presswire, pN/A  
May 14, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1897

... consists of four critical focus areas, each with several integrated applications:

- \*\*Strategic Enterprise Management (SEM) - **Risk** Analyser - Profitability Analyser - Strategy **Analyser**
- \*\*Customer Relationship Management - Customer Care; Relationship Management - **Marketing Campaign** Manager - Event-Driven Response Manager
- \*\*Core Banking - Transaction Processing - Customer Accounting - Product Configurators
- \*\*Business Management...

**9/3,K/39 (Item 5 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

03835450 Supplier Number: 48330236 (USE FORMAT 7 FOR FULLTEXT)  
**Retail choice proves a sour experience for many Ontario customers, marketers**

The Energy Report, v26, n9, pN/A  
March 2, 1998  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 573

... informed questions of gas marketers. Marketing firms are being differentiated on the basis of their **past performance**, reputation and the types of **marketing campaigns** they conduct."

The industry, however, acknowledges that consumer distaste for the marketing activity is strong...

**9/3,K/40 (Item 6 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03828553 Supplier Number: 48313847 (USE FORMAT 7 FOR FULLTEXT)

**Ontario offers glimpse at retail marketing future**

Gas Daily, v15, n38, pN/A  
Feb 24, 1998  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 561

... informed questions of gas marketers. Marketing firms are being differentiated on the basis of their **past performance**, reputation and the types of **marketing campaigns** they conduct."

But the industry acknowledges that consumer distaste for the marketing activities is strong...

**9/3,K/41 (Item 7 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03721970 Supplier Number: 48042162 (USE FORMAT 7 FOR FULLTEXT)

**EQUIFAX: Blame it on the sunshine -- 9.4% of mobile phone bills unpaid in Q3 1997**

M2 Presswire, pN/A  
Oct 10, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 407

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk**. 'marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning, vehicle information from the HIPI databases to uncover the hidden history...

**9/3,K/42 (Item 8 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03691139      Supplier Number: 47962408    (USE FORMAT 7 FOR FULLTEXT)  
**INFOCHECK EQUIFAX: Perfect Information and Infocheck Equifax launch company  
information service**  
M2 Presswire, pN/A  
Sept 8, 1997  
Language: English      Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count:    541

...      services include consumer and commercial information plus credit  
scoring expertise for assessing credit and business **risk** ; marketing  
services and geodemographic **analysis** to support **marketing campaigns**  
and new site planning; vehicle information from the HPI databases to  
uncover the hidden history...

**9/3,K/43      (Item 9 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03676207      Supplier Number: 47923950    (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX: Tapping into market potential**  
M2 Presswire, pN/A  
August 21, 1997  
Language: English      Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count:    550

...      services include consumer and commercial information plus credit  
scoring expertise for assessing credit and business **risk** , marketing  
services and geodemographic **analysis** to support **marketing campaigns**  
and new site planning., vehicle information from the HPI databases to  
uncover the hidden history...

**9/3,K/44      (Item 10 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03636113      Supplier Number: 47830898    (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX: Bye bye to bad debt**  
M2 Presswire, pN/A  
July 14, 1997  
Language: English      Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count:    482

...      services include consumer and commercial information plus credit  
scoring expertise for assessing credit and business **risk** ; marketing  
services and geodemographic **analysis** to support **marketing campaigns**  
and new site planning; vehicle information from the HPI databases to  
uncover the hidden history...

**9/3,K/45      (Item 11 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03612858      Supplier Number: 47479551    (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX: Forum for utilities puts database restrictions into perspective**

M2 Presswire, pN/A  
June 23, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 536

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** ; marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to uncover the hidden history...

**9/3,K/46 (Item 12 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03602412 Supplier Number: 47457828 (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX: Norweb taps new power source -- Equifax information prepares the utility for deregulation**

M2 Presswire, pN/A  
June 11, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 431

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** ; marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to uncover the hidden history...

**9/3,K/47 (Item 13 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03594364 Supplier Number: 47440604 (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX: Chelmsford - home of the upwardly mobile**

M2 Presswire, pN/A  
June 3, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 444

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** , marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning. vehicle information from the HP] databases to uncover the hidden history...

**9/3,K/48 (Item 14 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03562841 Supplier Number: 47371270 (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX: Home shopping leaves the door open for fraud**

M2 Presswire, pN/A  
May 9, 1997

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 684

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** ; marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to uncover the hidden history...

**9/3,K/49 (Item 15 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03561854 Supplier Number: 47369174 (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX: Communications harness the power of credit decisions on CD-ROM from Equifax**

M2 Presswire, pN/A  
May 8, 1997

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 523

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** ; marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to uncover the hidden history...

**9/3,K/50 (Item 16 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03555556 Supplier Number: 47353314 (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX EUROPE: Calling time on mobile phone bills Less than 5% of accounts seriously in arrears in Q197**

M2 Presswire, pN/A  
May 2, 1997

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 380

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risks** , marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to Uncover the hidden history...

**9/3,K/51 (Item 17 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03549252 Supplier Number: 47339636 (USE FORMAT 7 FOR FULLTEXT)  
**INFOCHECK EQUIFAX: Make a net gain with Infocheck Equifax**

M2 Presswire, pN/A  
April 30, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade  
Word Count: 803

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** ; marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to uncover the hidden history...

**9/3,K/52 (Item 18 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03549251 Supplier Number: 47339635 (USE FORMAT 7 FOR FULLTEXT)  
**INFOCHECK EQUIFAX: Infocheck Internet site offer to new subscribers**  
M2 Presswire, pN/A  
April 30, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 202

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** ; marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to uncover the hidden history...

**9/3,K/53 (Item 19 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03501086 Supplier Number: 47225506 (USE FORMAT 7 FOR FULLTEXT)  
**-EQUIFAX: Communications industry set to benefit from information power**  
M2 Presswire, pN/A  
March 20, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 455

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** ; marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to uncover the hidden history...

**9/3,K/54 (Item 20 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03456691 Supplier Number: 47123184 (USE FORMAT 7 FOR FULLTEXT)  
**EQUIFAX EUROPE: Arrears on mobile 'phone bills see big drop in Q4 1996**  
M2 Presswire, pN/A  
Feb 13, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 659

... services include consumer and commercial information plus credit scoring expertise for assessing credit and business **risk** ; marketing services and geodemographic **analysis** to support **marketing campaigns** and new site planning; vehicle information from the HPI databases to uncover the hidden history...

9/3,K/55 (Item 21 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03444266 Supplier Number: 47094020 (USE FORMAT 7 FOR FULLTEXT)  
**QUALIVEST REACHES FOR THE STARS.**  
Bank Investment Product News, v3, n4, pN/A  
Feb 3, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 342

... How many stars would you give us?" This is part of an ongoing Qualivest direct **marketing campaign** that trumpets the **historical performances** of its small-cap and bond funds based on the grandfathered converted trust information. Morningstar...

9/3,K/56 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

05641843 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**RTMS and NeoVista Extend Opportunity for Retailers to Reach Customers**  
**Partnership Combines Individualized Marketing With Predictive Modeling**  
BUSINESS WIRE  
June 07, 1999  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 882

... is known for its ability to help retailers increase customer share of wallet with individualized **marketing campaigns** based on **past transactions** , while Decision Series' **analytical** modules create a sophisticated and powerful modeling environment. The companies plan to jointly develop, integrate...

9/3,K/57 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

05434896 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Attune Enters Marketing Automation Industry; Gives First Look at Unique Product Offering**  
BUSINESS WIRE  
May 24, 1999  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1067

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... will not only be able to begin to manage the myriad of details involved with **marketing campaigns** , but we will be able to better

**analyze** **past** campaigns as well as implement new marketing techniques including one-to-one marketing campaigns."  
With...

**9/3,K/58** (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

02965477 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Newton plans Rs 100-crore India fund**  
SECTION TITLE: INVESTMENT & FINANCE  
Aabhas Pandya  
FINANCIAL EXPRESS  
September 29, 1998  
JOURNAL CODE: WFEX LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 736

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Raman.  
Some private sector mutual funds have embarked on an intensive advertisement campaigns in the **past** few months to attract moolah in their schemes. Market **analysts** point out that a sustained **marketing campaign** in beginning to show results with a number of funds attracting fresh inflows in the...

**9/3,K/59** (Item 1 from file: 476)  
DIALOG(R)File 476:Financial Times Fulltext  
(c) 2003 Financial Times Ltd. All rts. reserv.

0007543113 BOELAD8AEJFT  
**Shares in downbeat Argyll drop 17p**  
NEIL BUCKLEY  
Financial Times, P 25  
Thursday, December 1, 1994  
DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
Word Count: 420

TEXT:  
...per cent fall in like-for-like sales in Argyll's Safeway chain in the **past** six weeks, in spite of an aggressive **marketing campaign**. **Analysts** were also disappointed that the group did not give more details of restructuring plans following...

**9/3,K/60** (Item 1 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2003 San Jose Mercury News. All rts. reserv.

03530326  
**AN EXPERIMENT IN CONSCIOUSNESS-RAISING YUPPIES BRING THEIR OWN STYLE OF SOCIAL POLITICS TO SILICON VALLEY**  
SAN JOSE MERCURY NEWS (SJ) - Wednesday, April 9, 1986  
By: BERNARD BAUER, Mercury News Staff Writer  
Edition: Peninsula Section: Extra 1 Page: 7  
Word Count: 682

... taking, energy and interest. He was a writer, an orator, a businessman,



a statesman, a **historian** and a foreign policy **analyst** .''

After an aggressive **marketing campaign** , the Churchill Club held its first formal event in November, when Bob Noyce, vice chairman...

9/3,K/61 (Item 1 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0947248 BW1126

**SAND TECHNOLOGY: Sand Technology to Ship 60,000 Copies of Nucleus - Sand, Compaq, Acxiom, Brio, Wyle Electronics and HDS Align for Nucleus Program**

December 03, 1998

Byline: Business Editors

...eliminates the exponential time delays and inherent complexities associated with programs like: customer relationship management, **risk** analysis/management, target marketing, customer behavioral, inventory, competitive **analysis** , marketing **campaigns** and logistics efforts. Technologists, specifically data base administrators, will see that Nucleus provides a sound...

9/3,K/62 (Item 2 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0816040 BW1095

**NEWTONIAN SOFTWARE 2: Newtonian Software, ON!contact Software Align To Offer Comprehensive Selling Solution**

March 03, 1998

Byline: Business Editors

...medium and large enterprises. Lead generation and distribution, field sales, telemarketing, opportunity management, customer service, **marketing campaigns** and **analysis** , and order **history** are some of the most common areas for which CMS is used. CMS provides comprehensive...

Set	Items	Description
S1	3	AU=(SAMRA B? OR SAMRA, B?)
S2	19238	MARKET?
S3	13954	CAMPAIGN? OR PROMO? ? OR PROMOTION?
S4	880413	PERFORMANC? OR ASSESS? OR ANALY? OR EVALUAT?
S5	225	S2(5N)S3
S6	14	S5(25N)S4
S7	0	S1 AND S2

? show file

File 344:Chinese Patents Abs Aug 1985-2003/Mar

(c) 2003 European Patent Office

File 347:JAPIO Oct 1976-2003/Feb(Updated 030603)

(c) 2003 JPO & JAPIO

File 350:Derwent WPIX 1963-2003/UD,UM &UP=200340

(c) 2003 Thomson Derwent

File 371:French Patents 1961-2002/BOPI 200209

(c) 2002 INPI. All rts. reserv.

6/5/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

015191220 \*\*Image available\*\*  
WPI Acc No: 2003-251754/200325  
XRPX Acc No: N03-199867

**Marketing plan production apparatus for sales management, calculates sales profit corresponding to selected goods based on goods file, calender file and recording file including quantity and price of goods**

Patent Assignee: KAO CORP (KAOS )  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2003030407	A	20030131	JP 2001219758	A	20010719	200325 B

Priority Applications (No Type Date): JP 2001219758 A 20010719

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2003030407	A		9 G06F-017/60	

Abstract (Basic): JP 2003030407 A

NOVELTY - A display unit displays the goods that to be purchased from which the goods is selected. An arithmetic unit calculates the sales profit corresponding to the selected goods based on the goods file including data about goods, calender file including events on life of goods and previous sales performance, and recording file including quantity and price of goods.

USE - For sales management in large-scale retail shop and wholesale shop, using computer system.

ADVANTAGE - Enables drawing up optional **marketing** plan for seasonal **promotion** of various goods by **evaluating** sales profit correctly based on the quantity and price of selected goods.

DESCRIPTION OF DRAWING(S) - The figure shows the system assembly of the marketing plan production apparatus. (Drawing includes non-English language text).

pp; 9 DwgNo 1/8

Title Terms: MARKET; PLAN; PRODUCE; APPARATUS; SALE; MANAGEMENT; CALCULATE; SALE; PROFIT; CORRESPOND; SELECT; GOODS; BASED; GOODS; FILE; CALENDER; FILE; RECORD; FILE; QUANTITY; PRICE; GOODS

Derwent Class: T01

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G06F-019/00

File Segment: EPI

6/5/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

014956732 \*\*Image available\*\*  
WPI Acc No: 2003-017246/200301  
XRPX Acc No: N03-013140

**Consumer demand data collection method for entertainment performance, involves storing data indicating consumer demand for entertainment performance in database and providing non-personal consumer data to consumers**

Patent Assignee: CRUZ B G (CRUZ-I)

Inventor: CRUZ B G

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020123924	A1	20020905	US 2001272764	A	20010305	200301 B
			US 200286733	A	20020304	

Priority Applications (No Type Date): US 2001272764 P 20010305; US 200286733 A 20020304

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20020123924	A1	11	G06F-017/60	Provisional application US 2001272764

Abstract (Basic): US 20020123924 A1

NOVELTY - Data including votes that indicate consumer demand for a performance is received and stored in a database. Non-personal consumer data is provided from the database to consumers for supporting decisions to present entertainment performances.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for system for collecting expressions of consumer demand.

USE - For collecting expressions of consumer demand for entertainment **performance** in network television, public television, cable and satellite television for **market** and industry research, **promotion**, and sales of related or unrelated services and merchandise.

ADVANTAGE - Provides location sensitive demand measurement to facilitate cost effective decision making in scheduling and promoting events.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram illustrating the creation and use of voting form and database.

pp; 11 DwgNo 1/4

Title Terms: CONSUME; DEMAND; DATA; COLLECT; METHOD; ENTERTAINMENT; PERFORMANCE; STORAGE; DATA; INDICATE; CONSUME; DEMAND; ENTERTAINMENT; PERFORMANCE; DATABASE; NON; PERSON; CONSUME; DATA; CONSUME

Derwent Class: T01; W01

International Patent Class (Main): G06F-017/60

File Segment: EPI

6/5/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

014684338 \*\*Image available\*\*

WPI Acc No: 2002-505042/200254

XRPX Acc No: N02-399837

**Online campaign system for sales promotion, instructs purchaser to input campaign information, and produces analysis result of purchaser's individual information as marketing information after campaign period**

Patent Assignee: SEALEX KK (SEAL-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002163431	A	20020607	JP 2000357715	A	20001124	200254 B

Priority Applications (No Type Date): JP 2000357715 A 20001124

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2002163431	A	7	G06F-017/60	

Abstract (Basic): JP 2002163431 A

NOVELTY - An identifier provider (31) provides purchaser identifier to a goods feeder's server which authenticates user by relating the identifier with purchaser's individual information. An instruction unit

(32) instructs purchaser to input campaign information and to participate in concerned campaign. A preparation unit (33) produces the **analysis** result of individual information as **marketing** information after **campaign** period.

USE - Online campaign system for sales promotion.

ADVANTAGE - Information on several purchasers is collected and hence effective marketing information is acquired immediately for goods feeder, thus planning of exact and rapid goods selling strategy, etc., is enabled.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the campaign server. (Drawing includes non-English language text).

Identifier provider (31)

Instruction unit (32)

Preparation unit (33)

pp; 7 DwgNo 2/3

Title Terms: CAMPAIGN; SYSTEM; SALE; PROMOTE; PURCHASE; INPUT; CAMPAIGN; INFORMATION; PRODUCE; ANALYSE; RESULT; PURCHASE; INDIVIDUAL; INFORMATION; MARKET; INFORMATION; AFTER; CAMPAIGN; PERIOD

Derwent Class: T01

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G06F-012/14

File Segment: EPI

6/5/4 (Item 4 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2003 Thomson Derwent. All rts. reserv.

014427582 \*\*Image available\*\*

WPI Acc No: 2002-248285/200230

XRPX Acc No: N02-192686

Marketing promotion system for departmental store, analyzes data read from database, based on which customer's location in store is displayed on display

Patent Assignee: ARAI A (ARAI-I); MAPNET KK (MAPN-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002041758	A	20020208	JP 2000225998	A	20000726	200230 B

Priority Applications (No Type Date): JP 2000225998 A 20000726

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2002041758	A		9	G06F-017/60	

Abstract (Basic): JP 2002041758 A

NOVELTY - A management unit stores and manages data collected from customer portable terminal, in a database. An analyzer unit reads and analyzes data in the database. While accessing the read data, it is displayed on display along with customer's location in the store.

USE - Marketing promotion system for departmental store.

ADVANTAGE - By displaying the customer's location in the store, customer's interest trend is understood easily. The information about the customer, such as sex, age, purchasing performance and interest are analyzed effectively. By knowing the customer's interest, corresponding items are sold, and customer is contacted through direct mail or e-mail for sale of interested goods.

DESCRIPTION OF DRAWING(S) - The figure shows an explanatory drawing of marketing promotion system. (Drawing includes non-English language text).

pp; 9 DwgNo 1/3

Title Terms: MARKET; PROMOTE; SYSTEM; DEPARTMENT; STORAGE; ANALYSE; DATA;  
READ; DATABASE; BASED; CUSTOMER; LOCATE; STORAGE; DISPLAY; DISPLAY  
Derwent Class: T01  
International Patent Class (Main): G06F-017/60  
International Patent Class (Additional): G06F-003/00; G06F-017/30;  
G06F-019/00; H04B-007/26; H04Q-007/34  
File Segment: EPI

6/5/5 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

014385030 \*\*Image available\*\*

WPI Acc No: 2002-205733/200226

XRPX Acc No: N02-156702

**Market sales volume modeling facilitation for product manufacturer,  
involves computing predicted/continuous market penetration using  
components representing degree of belly of curve and slope of curve in  
specified formula**

Patent Assignee: VON GONTEN INC M (VGON-N); MULLER P F (MULL-I); VON GONTEN  
M F (VGON-I)

Inventor: VON GONTEN M; MULLER P F; VON GONTEN M F

Number of Countries: 096 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200180137	A2	20011025	WO 2001US12416	A	20010417	200226 B
AU 200153567	A	20011030	AU 200153567	A	20010417	200226
EP 1285373	A1	20030226	EP 2001927085	A	20010417	200319
			WO 2001US12416	A	20010417	
US 20030065555	A1	20030403	US 2000550574	A	20000417	200325
			US 2002315744	A	20021210	

Priority Applications (No Type Date): US 2000550574 A 20000417

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200180137 A2 E 51 G06F-017/60

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS  
JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL  
PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200153567 A G06F-017/60 Based on patent WO 200180137

EP 1285373 A1 E G06F-017/60 Based on patent WO 200180137

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI TR

US 20030065555 A1 G06F-017/60 CIP of application US 2000550574

Abstract (Basic): WO 200180137 A2

NOVELTY - A curve is generated from weekly sales data by plotting  
set of weekly sales data versus number of weeks from the launch of a  
product. Components representing degree of belly of curve (B) and a  
slope (S) of the curve are retrieved. A predicted or continuous market  
penetration value is calculated using the components in a specified  
formula.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the  
following:

- (a) Computer readable medium containing program for projecting  
market penetration of merchandise at a predetermined number of weeks;
- (b) Method for projecting market penetration of merchandise at a

predetermined number of weeks

USE - For predicting and projecting **market** penetration and **evaluating** advertising and **promotional** impact for product manufacturers.

ADVANTAGE - Greater flexibility and accuracy in analyzing effects of current advertising are obtained. Better forecasting and implementation of proposed strategies and advertising changes are achieved. A remote client is provided with the ability to more precisely analyze the effects of marketing on sales of products.

DESCRIPTION OF DRAWING(S) - The figure shows an illustration of market sales facilitation system.

pp; 51 DwgNo 1/7

Title Terms: MARKET; SALE; VOLUME; FACILITATE; PRODUCT; MANUFACTURE; COMPUTATION; PREDICT; CONTINUOUS; MARKET; PENETRATE; COMPONENT; REPRESENT ; DEGREE; BELLY; CURVE; SLOPE; CURVE; SPECIFIED; FORMULA

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

**6/5/6 (Item 6 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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014314294 \*\*Image available\*\*

WPI Acc No: 2002-134996/200218

XRPX Acc No: N02-102053

**Point-of-sales system using internet, stores sales data of goods purchased over each counter and sales data in overall internet transaction**

Patent Assignee: PLUNET KK (PLUN-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001312631	A	20011109	JP 2000130482	A	20000428	200218 B

Priority Applications (No Type Date): JP 2000130482 A 20000428

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2001312631	A		5	G06F-017/60	

Abstract (Basic): JP 2001312631 A

NOVELTY - The web page established by the store in the virtual shop, stores the purchase order information of goods ordered by a customer. Based on the purchased order information, the sales data of goods in internet transaction and that of every individual goods purchased over each counter, are generated and stored in a memory.

USE - Point-of-sales system using internet.

ADVANTAGE - Since the sales data in each counter and in overall internet transaction are stored, **marketing** and selling **promotion** are efficiently improved, by **analyzing** the stored data.

DESCRIPTION OF DRAWING(S) - The figure shows the profile diagram of point-of-sales system. (Drawing includes non-English language text).

pp; 5 DwgNo 1/5

Title Terms: POINT; SALE; SYSTEM; STORAGE; SALE; DATA; GOODS; PURCHASE; COUNTER; SALE; DATA; OVERALL; TRANSACTION

Derwent Class: T01; T05

International Patent Class (Main): G06F-017/60

International Patent Class (Additional): G07F-017/40; G07G-001/14

File Segment: EPI

6/5/7 (Item 7 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

014231035 \*\*Image available\*\*  
WPI Acc No: 2002-051733/200207  
XRPX Acc No: N02-038206

**Purchasing point value control system for internet based shopping, downloads web page point value earned by customer on shopping, from server, and transmits it to display device of portable terminal of customer**

Patent Assignee: TELEPHONY KK (TELE-N)  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001273563	A	20011005	JP 200085002	A	20000324	200207 B

Priority Applications (No Type Date): JP 200085002 A 20000324

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2001273563	A	11	G07G-001/12	

Abstract (Basic): JP 2001273563 A

NOVELTY - The server (1) manages details on point value earned by customer on shopping through internet. The details are downloaded in the form of web page to portable terminal (2) of customer in response to demand from terminal, through a wireless communication network connected to internet. The downloaded information is displayed in display unit of the portable terminal.

USE - For internet based shopping using portable terminals from retail stores, restaurants, service providing companies.

ADVANTAGE - Manages point values of sales without need for providing tickets, stamps or cards to customer, thereby reducing cost involved. Enables collective management of point value earned by lot of customers, thereby simplifying **market analysis** and sales **promotion** processes.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of purchasing point value control system. (Drawing includes non-English language text).

Server (1)  
Portable terminal (2)  
pp; 11 DwgNo 1/5

Title Terms: PURCHASE; POINT; VALUE; CONTROL; SYSTEM; BASED; SHOPPING; WEB; PAGE; POINT; VALUE; CUSTOMER; SHOPPING; SERVE; TRANSMIT; DISPLAY; DEVICE; PORTABLE; TERMINAL; CUSTOMER

Derwent Class: T01

International Patent Class (Main): G07G-001/12

International Patent Class (Additional): G06F-017/60; G07G-001/14

File Segment: EPI

6/5/8 (Item 8 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

014148478 \*\*Image available\*\*  
WPI Acc No: 2001-632697/200173  
XRPX Acc No: N01-472540

**Customer analysis system executes sales promotion process based on**



analysis of marketing data and customer's purchase performance data  
Patent Assignee: DAINIPPON PRINTING CO LTD (NIPQ )  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001243214	A	20010907	JP 200057799	A	20000302	200173 B

Priority Applications (No Type Date): JP 200057799 A 20000302

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2001243214	A	10	G06F-017/00	

Abstract (Basic): JP 2001243214 A

NOVELTY - A customer analysis unit analyzes sales performance data. A sales promotion setting unit sets sales promotion process. The customer database is accessed through network by multiple analysis terminals. Execution of the set sales promotion process is based on analysis of marketing data and analysis of customer's purchase performance data.

USE - Customer analysis system for evaluating sales profit effectively.

ADVANTAGE - Sales promotion process is executed rapidly and evaluation of sales performance data is performed easily and efficiently.

DESCRIPTION OF DRAWING(S) - The figure shows the main screen of customer analysis system. (Drawing includes non-English language text).

pp; 10 DwgNo 6/25

Title Terms: CUSTOMER; ANALYSE; SYSTEM; EXECUTE; SALE; PROMOTE; PROCESS; BASED; ANALYSE; MARKET; DATA; CUSTOMER; PURCHASE; PERFORMANCE; DATA

Derwent Class: T01

International Patent Class (Main): G06F-017/00

International Patent Class (Additional): G06F-017/30; G06F-017/60

File Segment: EPI

6/5/9 (Item 9 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014011960 \*\*Image available\*\*

WPI Acc No: 2001-496174/200154

XRPX Acc No: N01-367662

**Computer-based on-site marketing research system for sales promotion ,  
has server computer to store, manage and analyze consumer responses  
correlated with consumer code in card**

Patent Assignee: ANDERSON S (ANDE-I); LUCAS S D (LUCA-I)

Inventor: ANDERSON S; LUCAS S D

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20010011229	A1	20010802	US 98178335	A	19981023	200154 B

Priority Applications (No Type Date): US 98178335 A 19981023

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20010011229	A1	9	G06F-017/60	

Abstract (Basic): US 20010011229 A1

NOVELTY - A server computer interactively communicated with a consumer computer station, retrieves the consumer responses and stores,

manages and analyzes consumer responses correlated with consumer code in magnetically encoded information stored in card. A merchant card scanner in communication with server verifies incentive award for redemption by consumer and thereafter cancels the magnetically encoded information that records the award.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for marketing research method.

USE - For computer-based on-site marketing research for product and sales promotion in supermarkets and consumer appliances showrooms. Also for marketing research for vehicle sales.

ADVANTAGE - Since marketing survey is conducted on site at a merchant's location, the interviews of consumers in person are avoided and hence is cost effective. As the system provides an immediate incentive award for the participating consumer while they respond to various queries that comprise marketing survey, the number of consumers are increased.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart illustrating the marketing research system.

pp; 9 DwgNo 2/2

Title Terms: COMPUTER; BASED; SITE; MARKET; RESEARCH; SYSTEM; SALE; PROMOTE ; SERVE; COMPUTER; STORAGE; MANAGE; CONSUME; RESPOND; CORRELATE; CONSUME; CODE; CARD

Derwent Class: T01; T04; T05

International Patent Class (Main): G06F-017/60

File Segment: EPI

6/5/10 (Item 10 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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013924530 \*\*Image available\*\*

WPI Acc No: 2001-408743/200143

XRPX Acc No: N01-302475

**Automatically optimizing marketing computer based campaign by targeting particular groups of consumers by calculating score predicting consumer behavior and selecting target consumers from a prospect database using such model**

Patent Assignee: COGIT CORP (COGI-N)

Inventor: DICKINSON J G; DYER L M; LANGLOIS J; RIOS G P

Number of Countries: 084 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200146896	A1	20010628	WO 99US30793	A	19991220	200143 B
AU 200023844	A	20010703	WO 99US30793	A	19991220	200164
			AU 200023844	A	19991220	

Priority Applications (No Type Date): WO 99US30793 A 19991220

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200146896 A1 E 37 G06F-153/00

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200023844 A G06F-153/00 Based on patent WO 200146896

Abstract (Basic): WO 200146896 A1

NOVELTY - A training database creates a model having a number of

segments, each comprising at least one of the consumer records for analyzing values of the at least one attribute. For at least one of the segments, a score is calculated predicting the consumer behavior. Target consumers may be selected from a prospect database using the model for use in iteratively optimizing a marketing campaign etc.

USE - In computer-based systems for **analyzing** marketing data by automatically targeting particular groups of consumers for a **marketing campaign**, based upon response data from consumers and/or historical consumer behavioral data.

ADVANTAGE - Automatically finds predictive relationships between consumer attributes and consumer responses, and that uses these relationships to automatically produce a marketing campaign directed to consumers who are likely to respond.

DESCRIPTION OF DRAWING(S) - The drawing is a flowchart illustrating a process of generating a segmentation of consumer records in accordance with an embodiment of the present invention.

pp; 37 DwgNo 2/8

Title Terms: AUTOMATIC; MARKET; COMPUTER; BASED; CAMPAIGN; GROUP; CONSUME; CALCULATE; SCORE; PREDICT; CONSUME; SELECT; TARGET; CONSUME; PROSPECTING; DATABASE; MODEL

Derwent Class: T01

International Patent Class (Main): G06F-153/00

File Segment: EPI

6/5/11 (Item 11 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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013905198 \*\*Image available\*\*

WPI Acc No: 2001-389411/200141

Related WPI Acc No: 2001-536488

XRPX Acc No: N01-286429

**Method for processing customer leads in lead management system, involves notifying selected user of lead, including providing values of one or more of data fields**

Patent Assignee: MARKETSOFTE SOFTWARE CORP (MARK-N); BAUER M S (BAUE-I);

BERGH C P (BERG-I); ERMAN G (ERMA-I); EVETT C (EVET-I); FURBISH K

(FURB-I); MANDEL J (MAND-I); MICHON S (MICH-I); MILOUSHEV Z (MILO-I)

Inventor: BURGH C P; ERMAN G; EVETT C; FEAREY P; GILBY N B; MANDEL J; TIU D ; BAUER M S; BERGH C P; FURBISH K; MICHON S; MILOUSHEV Z

Number of Countries: 022 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200072210	A1	20001130	WO 2000US14092	A	20000522	200141 B
US 20020026356	A1	20020228	US 99135521	P	19990521	200220
			US 2000180254	P	20000204	
			US 2000575283	A	20000522	
			US 2001777614	A	20010205	
EP 1230609	A1	20020814	EP 2000937676	A	20000522	200261
			WO 2000US14092	A	20000522	
JP 2003500751	W	20030107	JP 2000620531	A	20000522	200314
			WO 2000US14092	A	20000522	

Priority Applications (No Type Date): US 99135521 P 19990521; US 2000180254 P 20000204; US 2000575283 A 20000522; US 2001777614 A 20010205

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200072210 A1 E 28 G06F-017/60

Designated States (National): CA JP

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU

MC NL PT SE  
US 20020026356 A1 G06F-017/60 Provisional application US 99135521  
Provisional application US 2000180254  
CIP of application US 2000575283  
EP 1230609 A1 E G06F-017/60 Based on patent WO 200072210  
Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI  
LU MC NL PT SE  
JP 2003500751 W 37 G06F-017/60 Based on patent WO 200072210

Abstract (Basic): WO 200072210 A1

NOVELTY - One or more of a first set of rules associated with a selected first user is automatically applied to a first lead. A routing rule is also automatically applied to the lead such that a second user is selected to receive the lead that includes data fields. The selected second user of the lead is notified and provided with values of one or more of the data fields.

DETAILED DESCRIPTION - A lead processing system is configured to accept a specification of users of the system, and to accept specifications of rules that include a set of global rules and system distinct sets of rules associated with each user. Leads are routed through the system. The first lead is accepted at the lead processing system, including values for each data field associated with the lead. INDEPENDENT CLAIMS are also included for the following:

(a) a software stored on computer readable media for causing computer system to perform functions;

(b) a system for routing customer leads;

(c) and a system for processing customer leads.

USE - For processing customer leads in lead management system.

ADVANTAGE - Allows tracking of routing and ultimate outcome of any customer lead, thereby providing way or reporting different **performance** measurements. Increases effectivity of sales and effectivity of **marketing campaigns** since leads are routed to users such as sales representative and resellers at high speed. Allows tracking and rerouting of lead that is not being handled effectively since feedback regarding the processing of lead is provided. Allows optimization of rules since feedback regarding the effectivity of particular rules is provided. Enables user that receives lead to more effectively make use of the lead.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of a lead management system in which method for processing customer leads is applied.

pp; 28 DwgNo 1/6

Title Terms: METHOD; PROCESS; CUSTOMER; LEAD; LEAD; MANAGEMENT; SYSTEM; NOTIFICATION; SELECT; USER; LEAD; VALUE; ONE; MORE; DATA; FIELD

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

6/5/12 (Item 12 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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013556451 \*\*Image available\*\*

WPI Acc No: 2001-040658/200105

XRPX Acc No: N01-030323

Data collecting, analyzing and display method for database management in enterprises, involves transforming and analyzing input data extracted from database and displaying transformed data

Patent Assignee: SIEBEL SYSTEMS INC (SIEB-N); LEE M (LEEM-I); STIRRUP A

(STIR-I)

Inventor: LEE M M; STIRRUP A; LEE M

Number of Countries: 091 Number of Patents: 005

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200052553	A2	20000908	WO 2000US5620	A	20000303	200105 B
AU 200037211	A	20000921	AU 200037211	A	20000303	200105
EP 1212668	A2	20020612	EP 2000916047	A	20000303	200239
			WO 2000US5620	A	20000303	
US 20020072951	A1	20020613	US 99261773	A	19990303	200243
JP 2002538545	W	20021112	JP 2000602908	A	20000303	200275
			WO 2000US5620	A	20000303	

Priority Applications (No Type Date): US 99261773 A 19990303

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200052553	A2	E	20	G06F-000/00	
Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW					
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW					
AU 200037211	A			G06F-000/00	Based on patent WO 200052553
EP 1212668	A2	E		G06F-001/00	Based on patent WO 200052553
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI					
US 20020072951	A1			G06F-017/60	
JP 2002538545	W		25	G06F-017/30	Based on patent WO 200052553

Abstract (Basic): WO 200052553 A2

NOVELTY - The input data extracted from a database, is transformed into star schema for subsequent analysis. The extracted and transformed data is analyzed and then displayed.

DETAILED DESCRIPTION - The input data includes one or more of online transaction processing data, external data and legacy data. The data transformed after extraction, is analyzed by performing one or more of queries, and adhoc queries on the data and narratives and briefing from the data. INDEPENDENT CLAIMS are also included for the following:

- (a) data collection, analysis and display system;
- (b) data collection, analysis and display program

USE - For database management in enterprises.

ADVANTAGE - Data may be continuously updated or updated upon reloading, hence enhancing rapid extraction, transformation and **analysis** of input data. Briefings capability provides large summaries on specific topics such as products, customers and **campaign**. Customer **analysis** enables **marketing analysts** to determine the value of customers in terms of revenue, profitability and purchasing frequency. Campaign **analysis** provides comprehensive insight into how and where leads are generated, most effective sources of leads and how successful **marketing campaigns** lead to increased sales. **Marketing analysts** can also review the trends in average prices, costs, profitability over time by product, customer or customer segment. The customer briefing is excellent way to obtain a comprehensive update on customers, their buying patterns, their satisfaction with products and even the frequency in which they consider buying from specific vendors.

DESCRIPTION OF DRAWING(S) - The figure shows the screen print of campaign analysis and campaign briefing applications.

pp; 20 DwgNo 1/3

Title Terms: DATA; COLLECT; DISPLAY; METHOD; DATABASE; MANAGEMENT;

TRANSFORM; INPUT; DATA; EXTRACT; DATABASE; DISPLAY; TRANSFORM; DATA  
Derwent Class: T01  
International Patent Class (Main): G06F-000/00; G06F-001/00; G06F-017/30;  
G06F-017/60  
International Patent Class (Additional): G06F-019/00  
File Segment: EPI

6/5/13 (Item 13 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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013270289 \*\*Image available\*\*  
WPI Acc No: 2000-442195/200038  
XRPX Acc No: N00-330002

**Computer-implemented customer relationship management method for marketing field, involves analyzing campaign results by executing designed marketing campaign and capturing responses**

Patent Assignee: CUSTOMER ANALYTICS INC (CUST-N)

Inventor: MAYANK P; SIMOUDIS E

Number of Countries: 085 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200034910	A2	20000615	WO 99US29247	A	19991209	200038 B
AU 200021716	A	20000626	AU 200021716	A	19991209	200045

Priority Applications (No Type Date): US 98210296 A 19981211

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200034910	A2	E	99	G06F-017/60	
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Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ  
TM TR TT UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200021716	A			G06F-017/60	Based on patent WO 200034910
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Abstract (Basic): WO 200034910 A2

NOVELTY - Marketing campaign is designed by defining goals and constraints and market segments and validating defined goals and constraints. The designed **marketing campaign** is executed and responses are captured based on which campaign results are **analyzed**.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for computer implemented customer relationship management system.

USE - For use in marketing field using one-step single channel campaigns such as direct mail campaigns, multi-channel campaigns. Also for use in banks and stores.

ADVANTAGE - Promotes building of long-term relationships with customer, rather than treating each interaction as stand-alone interaction. Enhances customer loyalty by reducing customer development costs. Improves targeting of marketing campaigns, thereby reduces customer acquisition costs.

DESCRIPTION OF DRAWING(S) - The figure shows the overall flow diagram of computer implemented customer relationship management method.

pp; 99 DwgNo 1/11

Title Terms: COMPUTER; IMPLEMENT; CUSTOMER; RELATED; MANAGEMENT; METHOD;  
MARKET; FIELD; CAMPAIGN; RESULT; EXECUTE; DESIGN; MARKET; CAMPAIGN;  
CAPTURE; RESPOND

Derwent Class: T01

International Patent Class (Main): G06F-017/60  
File Segment: EPI

6/5/14 (Item 14 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

011704237 \*\*Image available\*\*  
WPI Acc No: 1998-121147/199812  
XRPX Acc No: N98-096343

**Traffic analysis system used e.g. for monitoring traffic flows within retail stores and shopping centres - uses sensor arrays to provide signals dependent on traffic past each of sensor arrays and data collection points adapted to receive and process signals from sensor arrays and provide count of traffic**

Patent Assignee: TRAFFIC PRO PTY LTD (TRAF-N); DEV & TECHNOLOGIES PTY LTD (TECH-N)

Inventor: COHEN P

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
AU 9728521	A	19980129	AU 9728521	A	19970709	199812 B
AU 699910	B	19981217	AU 9728521	A	19970709	199911

Priority Applications (No Type Date): AU 974947 A 19970204; AU 96969 A 19960712

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
AU 9728521	A	19	G06M-001/272	
AU 699910	B		G06M-001/272	Previous Publ. patent AU 9728521

Abstract (Basic): AU 9728521 A

The system includes a number of sensor arrays adapted to provide signals dependent on traffic past each of the sensor arrays. There is at least one data collection point (2) adapted to receive and process the signals from the sensor arrays (7,8) and provide a count of traffic. There is a cable network connecting the or each collection point with an interrogation member (20) and control member to receive and process the signals from the data collection points via. the interrogation member.

Each sensor array comprises one or more sensors. The sensor is selected from a group comprising infra-red transmission and reception type sensors, proximity sensors, contrast, colour sensors, video sensors, radar, ultrasonic sensors, thermal sensors, pressure type sensors, and rf transreceiver type sensors.

ADVANTAGE - Provides for a tool for the monitoring of traffic flows within retail stores and shopping centres or the like determining general customer traffic trends **analysing** customers traffic flows to determine the efforts of their **promotions** advertising merchandising and other **marketing** efforts.

Dwg.1/3

Title Terms: TRAFFIC; ANALYSE; SYSTEM; MONITOR; TRAFFIC; FLOW; RETAIL; STORAGE; SHOPPING; CENTRE; SENSE; ARRAY; SIGNAL; DEPEND; TRAFFIC; PASS; SENSE; ARRAY; DATA; COLLECT; POINT; ADAPT; RECEIVE; PROCESS; SIGNAL; SENSE; ARRAY; COUNT; TRAFFIC

Derwent Class: S03; T01; T05; T07; W01; W05

International Patent Class (Main): G06M-001/272

International Patent Class (Additional): G06M-001/00; G06M-003/08;

G08G-001/01; G08G-001/065

File Segment: EPI



Set	Items	Description
S1	2	AU=(SAMRA B? OR SAMRA, B?)
S2	97073	MARKET?
S3	18568	CAMPAIGN? OR PROMO? ? OR PROMOTION?
S4	596341	PERFORMANC? OR ASSESS? OR ANALY? OR EVALUAT?
S5	815	S2(3N)S3
S6	68	S5(15N)S4
S7	0	S1 AND S2
S8	58	S6 AND IC=G06F?

? show file

File 348:EUROPEAN PATENTS 1978-2003/Jun W04

(c) 2003 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20030626,UT=20030619

(c) 2003 WIPO/Univentio

8/3,K/1 (Item 1 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

(c) 2003 European Patent Office. All rts. reserv.

01371884

**Building predictive models within interactive business analysis processes**  
**Aufbau von Vorhersagemodellen im Rahmen von interaktiven Verfahren zur**  
**Geschäftsanalyse**

**Construction des modeles previsionnels dans un procede d'analyse**  
**commerciale interactif**

PATENT ASSIGNEE:

NCR INTERNATIONAL INC., (1449480), 1700 South Patterson Boulevard,  
Dayton, Ohio 45479, (US), (Applicant designated States: all)

INVENTOR:

O'Flaherty, Kenneth W, 3765 Torrey View Ct, San Diego, CA 92130, (US)

LEGAL REPRESENTATIVE:

Cleary, Fidelma et al (85871), International IP Department NCR Limited  
206 Marylebone Road, London NW1 6LY, (GB)

PATENT (CC, No, Kind, Date): EP 1168218 A1 020102 (Basic)

APPLICATION (CC, No, Date): EP 2001305152 010613;

PRIORITY (CC, No, Date): US 608496 000630

DESIGNATED STATES: DE; FR; GB

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: **G06F-017/60**

ABSTRACT WORD COUNT: 81

NOTE:

Figure number on first page: NONE

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200201	858
SPEC A	(English)	200201	5059
Total word count - document A			5917
Total word count - document B			0
Total word count - documents A + B			5917

INTERNATIONAL PATENT CLASS: **G06F-017/60**

...SPECIFICATION algorithms more accessible and more available to business people. There is a strong requirement for **marketing campaign** planners with modest technical skills (e.g., business **analysts** ) to be able to build predictive models directly in support of their business tasks. Furthermore...

8/3,K/2 (Item 2 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

(c) 2003 European Patent Office. All rts. reserv.

01371880

**Incorporating predictive models within interactive business analysis processes**

**Einverleiben von Modellen in interaktive geschäftliche analytische Prozesse**  
**Incorporation de modeles predictifs dans des processus analytiques**  
**commerciaux interactifs**

PATENT ASSIGNEE:

NCR INTERNATIONAL INC., (1449480), 1700 South Patterson Boulevard,  
Dayton, Ohio 45479, (US), (Applicant designated States: all)

INVENTOR:

marketing campaign is optimized and refined...

Claim

... at least a displayable page for a user to access software applications for performing marketing **analysis** tasks.

18 A system for enabling real-time collaboration and workflow management of a **marketing campaign** within a **marketilig** organization, the ...displayable pages includes at least a displayable page for a user to access the marketing **analysis** software application.

29 A method of collaborating to create a **marketing campaign** in a **marketing** organization having marketing roles, the method comprising:  
1 5 providing a system for enabling real...

8/3,K/6 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2003 WIPO/Univentio. All rts. reserv.

01002235 \*\*Image available\*\*

**CUSTOMER RELATIONSHIP MANAGEMENT**

**GESTION DES RELATIONS CLIENTS**

Patent Applicant/Assignee:

ACCENTURE GLOBAL SERVICES GMBH, Geschäftshaus Herrenacker 15, CH-8200 Schaffhausen, CH, CH (Residence), CH (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

GOTTLIEB David M, 1310 6th Avenue, San Francisco, CA 94122, US, US (Residence), US (Nationality), (Designated only for: US)  
HAILWOOD John W, 5108 Spencer Street, Torrance, CA 90503, US, US (Residence), US (Nationality), (Designated only for: US)

Legal Representative:

BORODACH Samuel (agent), Fish & Richardson P.C., Suite 2800, 45 Rockefeller Plaza, New York, NY 10111, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200332226 A1 20030417 (WO 0332226)  
Application: WO 2002US31304 20021001 (PCT/WO US0231304)  
Priority Application: US 2001972277 20011005

Parent Application/Grant:

Related by Continuation to: US 2001972277 20011005 (CON)

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9470

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... to the ability to coordinate various stakeholders aiid contributors in

developing a campaign. The results **analysis** feature 268 refers to capturing customer responses to a **marketing campaign** and analyzing the overall return relative to cost. The responses can be used to tune...

8/3,K/7 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

01002147 \*\*Image available\*\*  
SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR PROCESSING AND  
VISUALIZATION OF INFORMATION  
SYSTEME, PROCEDE ET PRODUITS PROGRAMMES INFORMATIQUES POUR LE TRAITEMENT ET  
LA VISUALISATION D'INFORMATIONS

Patent Applicant/Assignee:

VISUALSCIENCES LLC, 1616 Anderson Road, McLean, VA 22102, US, US  
(Residence), US (Nationality)

Inventor(s):

MACINTYRE James W IV, 4613 Hillbrook Drive, Annandale, VA 22003, US,  
ROSENTHAL David Alan, 840 Golden Arrow Street, Great Falls, VA 22066, US,

SCHERER David, 8464 Holly Leaf Drive, McLean, VA 22102, US,

Legal Representative:

ZOLTICK Martin M (et al) (agent), Rothwell, Figg, Ernst & Manbeck, P.C.,  
1425 K Street, N.W., Suite 800, Washington, DC 20005, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200332125 A2 20030417 (WO 0332125)

Application: WO 2002US32383 20021011 (PCT/WO US0232383)

Priority Application: US 2001328107 20011011

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO  
RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 26623

Main International Patent Class: G06F

Fulltext Availability:

Detailed Description

Detailed Description

... site; 2) assess modifications to the site; 3) 5) improve conversion rates; 4) improve site **performance** ; 5) improve customer satisfaction; 6) optimize **marketing campaigns** ; 7) reduce customer session loss; and 8) forecast the potential return on a campaign or...users to recognize trends, correlations, and gain insights into the dynamics of their business processes, **marketing campaigns** , customer relationships and system **performance** over time. Visual Site uses advanced statistical methods to allow its users to search the...

8/3,K/8 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00998813

**REAL TIME RESERVATION SYSTEM AND METHOD THEREOF USING COMMUNICATION NETWORK  
SYSTEME DE RESERVATION EN TEMPS REEL ET PROCEDE CORRESPONDANT METTANT EN  
OEUVRE UN RESEAU DE COMMUNICATIONS**

Patent Applicant/Assignee:

IMC DIRECT INC, 5th Floor, Yerang Building, 395-17 Seokyo-dong, Mapo-gu,  
121-210 Seoul, KR, KR (Residence), KR (Nationality), (For all  
designated states except: US)

Patent Applicant/Inventor:

BAE Hong-Jung, 114-1002 Dong-A Apt., 757 Madu-dong, Ilsan-gu, 411-350  
Koyang, Kyungki-do, KR, KR (Residence), KR (Nationality), (Designated  
only for: US)

PARK Sung-Jong, 109-704 Doosan Apt., 1265 Kuro-4-dong, Kuro-gu, 152-764  
Seoul, KR, KR (Residence), KR (Nationality), (Designated only for: US)

YOON Kwan-Hee, 415 Yangji-ri, Onam-eup, 472-880 Namyangju, Kyungki-do, KR  
, KR (Residence), KR (Nationality), (Designated only for: US)

Legal Representative:

SON Won (agent), C & S Patent and Law Office, C-2306 Daelim Acrotel,  
467-6 Dogok-dong, Kangnam-gu, 135-971 Seoul, KR,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200327930 A1 20030403 (WO 0327930)

Application: WO 2002KR1818 20020927 (PCT/WO KR0201818)

Priority Application: KR 200160504 20010928

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU

SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: Korean

Fulltext Word Count: 11938

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... appropriately carrying out marketing consulting (an e-CRM  
(Customer Relationship Management), consulting and shopping  
mall **promotion** (e- **marketplace promotion** ) on the basis of  
customer **analysis** information.

It is yet another object to provide a real-time  
reservation system and method...

8/3,K/9 (Item 5 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00991449 \*\*Image available\*\*

**A SYSTEM FOR PROCESSING AND CONSOLIDATING RECORDS**

**SYSTEMES DE TRAITEMENT ET DE REGROUPEMENT D'ENREGISTREMENTS**

Patent Applicant/Assignee:

SIEMENS MEDICAL SOLUTIONS HEALTH SERVICES CORPORATION, 51 Valley Stream  
Parkway, Malvern, PA 19355, US, US (Residence), US (Nationality)

Inventor(s):

ROTTER Joann Molaro, 32 Huntingdon Farm Drive, Glen Mills, PA 19342, US,  
BROWN Barbara Claire, 122 Piqua Circle, Malvern, PA 19312, US,  
Legal Representative:  
BURKE Alexander J (et al) (agent), Siemens Corporation - Intellectual  
Property Dept., 186 Wood Ave. South, Iselin, NJ 08830, US,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200321485 A2 20030313 (WO 0321485)  
Application: WO 2002US27501 20020828 (PCT/WO US0227501)  
Priority Application: US 2001317152 20010905; US 2001993041 20011106  
Designated States: CA JP  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 6398  
Main International Patent Class: G06F-017/30  
Fulltext Availability:  
Detailed Description

#### Detailed Description

... may also be used for specific organizational needs such as in  
performing case studies,  
statistical **analysis** or targeted **marketing campaigns**, for example.  
In  
alternative, non-healthcare embodiments, the functions of the Figure 1  
process are...

8/3,K/10 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00989416 \*\*Image available\*\*  
**METHOD AND SYSTEM FOR PLACEMENT, MONITORING AND MEASUREMENT OF INTERACTIVE  
ADVERTISING**  
**PROCEDE ET SYSTEME DE MISE EN PLACE, DE SURVEILLANCE ET DE MESURE D'UNE  
PUBLICITE INTERACTIVE**

Patent Applicant/Assignee:  
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Patent and Priority Information (Country, Number, Date):  
Patent: WO 200319444 A1 20030306 (WO 0319444)  
Application: WO 2001SG169 20010823 (PCT/WO SG0100169)  
Priority Application: WO 2001SG169 20010823  
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD  
SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English

Filing Language: English  
Fulltext Word Count: 7144

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... of the Prior Art

US patent 6,006,197 discloses a system and inethod for **assessing** effectiveness of internet **marketing campaign** that is limited to Web based advertising. The present invention is applicable to interactive advertisements...

**8/3,K/11 (Item 7 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

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00976167

**PROCESSES FOR EXPLOITING ELECTRONIC TOKENS TO INCREASE BROADCASTING REVENUE  
PROCEDE D'EXPLOITATION DE JETONS ELECTRONIQUES AFIN D'AUGMENTER LES REVENUS  
DE LA RADIODIFFUSION**

Patent Applicant/Assignee:

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Legal Representative:

DARROW Christophern (et al) (agent), Greenberg Traurig LLP., 2450  
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200305153 A2 20030116 (WO 0305153)

Application: WO 2002US20959 20020701 (PCT/WO US0220959)

Priority Application: US 2001898164 20010702

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO  
RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 6761

Main International Patent Class: **G06F**

Fulltext Availability:

Detailed Description

Detailed Description

... noted (block 412). The information is stored in a database (block 416)

for later demographic **analysis** and database **marketing** (i.e., targeted **promotions** to consumers with demonstrated buying patterns, demographics, characteristics or habits) (block 418). While the consumer...

8/3,K/12 (Item 8 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00957092 \*\*Image available\*\*

**A PAYMENT SYSTEM**

**SYSTEME DE PAIEMENT**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200291249 A1 20021114 (WO 0291249)

Application: WO 2002AU568 20020508 (PCT/WO AU0200568)

Priority Application: AU 20014863 20010509

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 19976

Main International Patent Class: **G06F-017/60**

International Patent Class: **G06F-151/00 ...**

**... G06F-153/00 ...**

**... G06F-157/00**

Fulltext Availability:

Detailed Description

Detailed Description

... More efficient stock return control.

3 More accurate cash flow projections.

3 Ability to immediately **analyse marketing campaign** effectiveness  
by  
examining next day market response (following next delivery).



3 More effective and responsive...

8/3,K/13 (Item 9 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00944727 \*\*Image available\*\*

**TURNKEY SYSTEM PROVIDING CENTRALIZED DATA AGGREGATION**  
**PROCEDE ET DISPOSITIF POUR L'ETABLISSEMENT SOUS CONTROLE D'UN SYSTEME CLES**  
**EN MAIN CENTRALISE D'AGREGATION ET DE RECAPITULATION DE DONNEES POUR**  
**DES TIERS**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200277844 A2-A3 20021003 (WO 0277844)

Application: WO 2002US8860 20020322 (PCT/WO US0208860)

Priority Application: US 2001278502 20010323

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CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 10666

Main International Patent Class: **G06F-015/16**

Fulltext Availability:

Detailed Description

Detailed Description

... into various applications. Example applications include but are not  
limited to those that perforin portfolio **analysis** , product **marketing** ,  
**campaign** management, customer resource  
management (CRM), billing, Web presence reporting, communication center  
applications, online banking applications...Portfolio and Identity.

Marketing services 503 include but are not limited to target sales  
management, **campaign** management, and **market analysis** as illustrated  
herein by the associated infori-nation blocks labeled Target Sales,  
Campaign, and **Analysis** . Internal applications 502 include but are not  
limited to credit analysis and broker tools illustrated...

8/3,K/14 (Item 10 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00943767 \*\*Image available\*\*

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR A SUPPLY CHAIN MANAGEMENT  
SYSTEME, PROCEDE ET PRODUIT PROGRAMME INFORMATIQUE CONCUS POUR UNE GESTION  
DE CHAINE D'APPROVISIONNEMENT**

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 BURNS Michael Paul, Restaurant Services, Inc., Two Alhambra Plaza, Suite 500, Coral Gables, FL 33134-5202, US, US (Residence), US (Nationality), (Designated only for: US)

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200277917 A1 20021003 (WO 0277917)

Application: WO 2002US8287 20020319 (PCT/WO US0208287)

Priority Application: US 2001815580 20010323; US 2001815598 20010323; US 2001816565 20010323; US 2001816488 20010323; US 2001816426 20010323; US 2001815899 20010323; US 2001816507 20010323; US 2001816422 20010323; US 2001816269 20010323; US 2001816491 20010323; US 2001816101 20010323; US 2001816231 20010323; US 2001816421 20010323; US 2001816069 20010323; US 2001816296 20010323; US 2001816249 20010323; US 2001816121 20010323; US 2001815668 20010323; US 2001816187 20010323; US 2001815490 20010323; US 2001816471 20010323; US 2001815606 20010323; US 2001815777 20010323; US 2001815813 20010323; US 2001816429 20010323; US 2001815515 20010323; US 2001816543 20010323; US 2001816349 20010323; US 2001816331 20010323; US 2001816167 20010323; US 2001816881 20010323; US 2001816536 20010323; US 2001816092 20010323; US 2001816576 20010323; US 2001815759 20010323; US 2001816495 20010323; US 2001816976 20010323; US 2001816083 20010323; US 2001815715 20010323; US 2001815989 20010323; US 2001816561 20010323; US 2001815483 20010323; US 2001816553 20010323; US 2001815688 20010323; US 2001816388 20010323; US 2001816358 20010323; US 2001815729 20010323; US 2001816537 20010323; US 2001816434 20010323; US 2001815897 20010323; US 2001815734 20010323; US 2001816431 20010323; US 2001816021 20010323; US 2001816454 20010323; US 2001816413 20010323; US 2001816430 20010323; US 2001816428 20010323; US 2001815830 20010323; US 2001816922 20010323; US 2001815489 20010323; US 2001816048 20010323; US 2001815727 20010323; US 2001816212 20010323; US 2001815660 20010323; US 2001815894 20010323; US 2001816151 20010323; US 2001816582 20010323; US 2001816033 20010323; US 2001816357 20010323; US 2001816420 20010323; US 2001815731 20010323; US 2001816503 20010323; US 2001816160 20010323; US 2001815893 20010323; US 2001816414 20010323; US 2001815792 20010323; US 2001815864 20010323; US 2001816896 20010323; US 2001815725 20010323; US 2001816285 20010323; US 2001815973 20010323; US 2001815845 20010323; US 2001816314 20010323; US 2001816075 20010323; US 2001816944 20010323; US 2001815559 20010323; US 2001816203 20010323; US 2001816567 20010323; US 2001816268 20010323; US 2001816424 20010323; US 2001816564 20010323; US 2001816455 20010323; US 2001816412 20010323; US 2001815590 20010323; US 2001816555 20010323; US 2001816560 20010323; US 2001816427 20010323; US 2001834600 20010413; US 2001834838 20010413; US 2001834924 20010413; US 2001834465 20010413

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
 KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO  
 RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 114107

...International Patent Class: **G06F-017/60**  
Fulltext Availability:  
Detailed Description

Detailed Description

... for Supply Chain participants to realize substantial savings and marketing opportunities through improved speed to **market** for **promotions** and more responsive inventory management.

Further, retailer management is given online access to the full...

**8/3,K/15** (Item 11 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00941904 \*\*Image available\*\*

**METHODS FOR DYNAMICALLY ACCESSING, PROCESSING, AND PRESENTING DATA ACQUIRED FROM DISPARATE DATA SOURCES**  
**PROCEDES D'ACCES, DE TRAITEMENT ET DE PRESENTATION DYNAMIQUES DE DONNEES ACQUISES DE SOURCES DE DONNEES VARIEES**

Patent Applicant/Assignee:

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Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200276005 A2-A3 20020926 (WO 0276005)

Application: WO 2002US7927 20020315 (PCT/WO US0207927)

Priority Application: US 2001810389 20010315; US 2001810676 20010315

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 13192

Main International Patent Class: **G06F-017/30**  
Fulltext Availability:  
Detailed Description

Detailed Description

... gathered and presented by the methods of the present invention will assist a client in **assessing** the success of a sales / **marketing campaign** or which combinations of goods or services are popular with customers. More importantly, this data...

8/3,K/16 (Item 12 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00939328 \*\*Image available\*\*  
**AUTOMATIC DATA EXPLORER THAT DETERMINES RELATIONSHIPS AMONG ORIGINAL AND  
DERIVED FIELDS**  
**EXPLORATEUR AUTOMATIQUE DE DONNEES DETERMINANT DES RELATIONS ENTRE DES  
CHAMPS D'ORIGINE ET DERIVES**

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200273468 A1 20020919 (WO 0273468)

Application: WO 2002US6937 20020306 (PCT/WO US0206937)

Priority Application: US 2001274008 20010307; US 2001858927 20010515

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 4713

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... and 1 5 generating trading profits for the bank (a new customer  
profile for a **marketing campaign** ).

Moreover, trend **analysis** on the transactional time-series data can  
reveal numerous insights. The entire time series can...

8/3,K/17 (Item 13 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00907112 \*\*Image available\*\*

**PROMOTION PRICING SYSTEM AND METHOD**

**SYSTEME ET PROCEDE D'EVALUATION D'UN PRIX PROMOTIONNEL**

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200241219 A1 20020523 (WO 0241219)

Application: WO 2001US43100 20011115 (PCT/WO US0143100)

Priority Application: US 2000249057 20001115

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO

RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 13839

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... various business goals, such as increasing total sales volumes or  
increasing sales in certain desired **market** segments.

The **promotion** pricing system functions to either propose a promotional  
strategy or to **evaluate** the expected effect of a promotional policy  
provided by the user. The promotion pricing system...product, location,  
or product family, simplifying the process of coordinating market  
activity information related to **market promotions**. In operation, EM  
800 predicts and **evaluates** the ability of suggested promotions to the  
to predict the availability of the suggested promotion...

8/3,K/18 (Item 14 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2003 WIPO/Univentio. All rts. reserv.

00904187

**SYSTEM AND METHOD FOR THE SELECTION, SALE, MANUFACTURE AND/OR SHIPMENT OF  
PERSONALIZED FABRIC APPAREL ITEMS**

**SYSTEME ET PROCEDE DE SELECTION, VENTE, FABRICATION ET/OU EXPEDITION D'UNE  
ETOFFE PERSONNALISEE, DE PREFERENCE LA SOIE, ET ARTICLES TELS QUE  
CRAVATES, ECHARPES ET FOULARDS**

Patent Applicant/Inventor:

PIANEZZA Paolo, Localita' Oro 7, I-21030 Azzio, IT, IT (Residence), IT  
(Nationality)

Patent and Priority Information (Country, Number, Date):

Patent: WO 200237305 A2 20020510 (WO 0237305)  
Application: WO 2001IB2033 20011030 (PCT/WO IB0102033)  
Priority Application: US 2000702435 20001031  
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO  
RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 5036

Main International Patent Class: G06F-017/00  
Fulltext Availability:  
Detailed Description

Detailed Description  
... mail and regular.

mail customer lists as well as to provide the raw data for **market** and  
**promotional** response **analysis** .

8

The design database 160 contains an on-line accessible library of all  
designs and...

8/3,K/19 (Item 15 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00893389 \*\*Image available\*\*

**ENTERPRISE WEB MINING SYSTEM AND METHOD**

**SYSTEME D'ENTREPRISE D'EXPLORATION EN PROFONDEUR DE RESEAU ET PROCEDE**

Patent Applicant/Assignee:

ORACLE CORPORATION, 500 Oracle Parkway, M/S 5op7, Redwood Shores, CA  
94065, US, US (Residence), US (Nationality)

Inventor(s):

TAMAYO Pablo, 71 Howard Street, Cambridge, MA 02139, US,  
MYCZKOWSKI Jacek, 136 West Bare Hill Road, Harvard, MA 01451, US,  
CAMPOS Marcos, 345 Harvard Street, Cambridge, MA 02138, US,

Legal Representative:

PENNINGTON Edward A (agent), Swidler Berlin Shereff Friedman, LLP, 3000 K  
Street, N.W., Washington, DC 20007, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200227529 A2 20020404 (WO 0227529)

Application: WO 2001US30021 20010927 (PCT/WO US0130021)

Priority Application: US 2000235926 20000928; US 2001963401 20010927

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD  
SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 18028

Main International Patent Class: **G06F-017/00**

Fulltext Availability:

Detailed Description

Detailed Description

... These paradigms have been applied to numerous problems in corporate and database mining such risk **assessment** , attrition and retention modeling, **campaign marketing** , fraud detection, customer profiling, profitability and cross-selling.

These application problems are usually viewed from...

**8/3,K/20 (Item 16 from file: 349)**

DIALOG(R) File 349:PCT FULLTEXT

(c) 2003 WIPO/Univentio. All rts. reserv.

00892309

**METHOD OF LINKING ADVERTISEMENTS ON THE WORLD WIDE WEB WITH ADVERTISEMENTS IN OTHER MEDIA**

**PROCEDE DESTINE A RELIER DES ANNONCES PUBLICITAIRES PRESENTES SUR LE WEB A DES ANNONCES PUBLICITAIRES PRESENTES SUR D'AUTRES SUPPORTS**

Patent Applicant/Inventor:

MINTE Geoffrey, 202 U.S. Route 1, Suite 162, Falmouth, ME 04105, US, US  
(Residence), US (Nationality)

Legal Representative:

MATHERS Patricia M (et al) (agent), Thomas L. Bohan & Associates, 371  
Fore Street, Suite 302, Portland, ME 04101, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200225561 A2 20020328 (WO 0225561)

Application: WO 2001US42220 20010919 (PCT/WO US0142220)

Priority Application: US 2000663970 20000919; US 2001956496 20010919

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD

SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5387

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... provide for evaluating the effectiveness of an advertising campaign.

[0015] A system and method for **assessing** effectiveness of an Internet **marketing campaign** is taught by d'Eon et al. (U,S, Patent No. 6,006,197; 1999...



8/3,K/21 (Item 17 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00882986 \*\*Image available\*\*

**GENETIC PROGRAMMING FOR PERFORMING DIRECT MARKETING  
PROGRAMMATION GENETIQUE POUR EFFECTUER UN MARKETING DIRECT**

Patent Applicant/Assignee:

MINETECH INC, 11 Madison Avenue, 12th Floor, New York, NY 10010, US, US  
(Residence), US (Nationality)

Legal Representative:

HARPER Blaney (et al) (agent), Jones, Day, Reavis & Pogue, 51 Louisiana  
Avenue, N.W., Washington, DC 20001, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200217112 A1 20020228 (WO 0217112)

Application: WO 2001US26216 20010821 (PCT/WO US0126216)

Priority Application: US 2000643966 20000823

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU

CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP

KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD

SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8207

Main International Patent Class: G06F-015/18

International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... function which, when applied to the customer database, generates the  
desired response. For example, the **analysis** function identifies those  
customers most likely to respond to a **marketing campaign** or  
identifies those customers most likely to respond and spend the most  
money. To create...

8/3,K/22 (Item 18 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00881312 \*\*Image available\*\*

**METHOD AND SYSTEM FOR AUTOMATICALLY PRODUCING OPTIMIZED PERSONALIZED OFFERS  
PROCEDE ET SYSTEME PERMETTANT DE GENERER DE MANIERE AUTOMATIQUE DES OFFRES  
PERSONNALISEES OPTIMISEES**

Patent Applicant/Assignee:

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KAPLAN Shmuel, 6 Berliner str., 69057 Tel Aviv, IL,

Legal Representative:

MILLER - SIERADZKI ADVOCATES & PATENT ATTORNEYS (agent), P.O. Box 6145,

31061 Haifa, IL,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200215454 A2-A3 20020221 (WO 0215454)  
Application: WO 2001IL753 20010814 (PCT/WO IL0100753)  
Priority Application: US 2000639736 20000816  
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD  
SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 11715

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... their connection to categories, etc. The information is  
provided by the chain store running the **marketing campaign** ( **campaign**  
manager 118).

The system can function without such a database, but this may harm its  
**performance** .

Potential Offers Database 104.4 contains data on the campaigns' sets of  
optional offers and...

**8/3,K/23 (Item 19 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

(c) 2003 WIPO/Univentio. All rts. reserv.

00876806 \*\*Image available\*\*

**COLLABORATIVE FILTERING**

**FILTRAGE COOPERATIF**

Patent Applicant/Assignee:

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GB (Residence), GB (Nationality), (For all designated states except:  
US)

Patent Applicant/Inventor:

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(Residence), GB (Nationality), (Designated only for: US)

OLDALE John, 86 St. Thomas Street, Wells, Somerset BA5 2UZ, GB, GB  
(Residence), GB (Nationality), (Designated only for: US)

REENEN John Van, 33 Santley Street, London SW4 7QE, GB, GB (Residence),  
GB (Nationality), (Designated only for: US)

CAMPBELL Michael, 13 Neven Square, London SW5 9NW, GB, GB (Residence), GB  
(Nationality), (Designated only for: US)

Legal Representative:

BUTLER Michael John (et al) (agent), Frank B. Dehn & Co., 179 Queen  
Victoria Street, London EC4V 4EL, GB,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200210954 A2-A3 20020207 (WO 0210954)

Application: WO 2001GB3383 20010727 (PCT/WO GB0103383)

Priority Application: GB 200018463 20000727; GB 200135 20010102; GB  
200113334 20010601; GB 200113335 20010601

Designated States: AE AG AL AM AT (utility model) AT AU AZ BA BB BG BR BY  
BZ CA CH CN CO CR CU CZ (utility model) CZ DE (utility model) DE DK DM DZ  
EC EE (utility model) EE ES FI (utility model) FI GB GD GE GH GM HR HU ID  
IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ  
NO NZ PL PT RO RU SD SE SG SI SK (utility model) SK SL TJ TM TR TT TZ UA  
UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 75341

Main International Patent Class: **G06F-017/30**

Fulltext Availability:

Detailed Description

Detailed Description

... use for

management control and predictive purposes; or  
as a tool for planning, controlling and **assessing**  
**marketing** tests or **campaigns** (eg. for **assessing** whether  
marketing objectives associated with product or brand  
positioning have been met).

Analytical tasks, such...

**8/3,K/24 (Item 20 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

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00875780

**A METHOD AND SYSTEM FOR CONTENT MANAGEMENT ASSESSMENT, PLANNING AND  
DELIVERY**

**PROCEDE ET SYSTEME POUR L'EVALUATION DE LA GESTION, LA PLANIFICATION ET LA  
TRANSMISSION DE CONTENUS**

Patent Applicant/Assignee:

ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US

(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

GERSTING Adam M, Apt. #R490, 2050 West 86th Avenue, Merrillville, IN

46410, US, US (Residence), US (Nationality), (Designated only for: US)

Legal Representative:

BASINSKI Erwin J (et al) (agent), Morrison & Foerster LLP, 425 Market  
Street, San Francisco, CA 94105-2482, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200209006 A1 20020131 (WO 0209006)

Application: WO 2001US23064 20010723 (PCT/WO US0123064)

Priority Application: US 2000626100 20000726

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD  
SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9562

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... invention provides a solution to the needs described above through a system and method for **assessment**, planning and implementation of coordinated content management and delivery solutions, whereby coherent sales, training or **marketing campaigns** may be successfully executed, thereby driving operational efficiency and revenue, from supporting online customer management...

8/3,K/25 (Item 21 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00875777

METHOD OF REMUNERATION PROGRAM ORGANIZATION AND METHOD OF MANAGING MULTIPERSON GAMES

PROCEDE D'ORGANISATION DE PROGRAMME DE REMUNERATION ET PROCEDE DE GESTION DE JEUX A PLUSIEURS PARTICIPANTS

Patent Applicant/Inventor:

ROGACHEV Andrei Vladimirovich, ul. Varshavskaya, 37-1-249, St.Petersburg, 196191, RU, RU (Residence), RU (Nationality)

ANDREEV Pavel Ruslanovich, Nevsky pr., 90/92-28, St.Petersburg, 193036, RU, RU (Residence), RU (Nationality)

Legal Representative:

TEPLOVA Vera Egorovna (agent), P.O. Pushkin - 1, a/ya 61, St.Petersburg, 196600, RU,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200208990 A2 20020131 (WO 0208990)

Application: WO 2000RU390 20000921 (PCT/WO RU0000390)

Priority Application: RU 2000120218 20000724

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8918

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... discussed as applied to the specific fields.

For example, the proposed program may be a **marketing campaign**, in particular, for promotion of commodities and/or services, and/or for **analysis** of the demand for commodities and/or services, as well as for advertising purposes.

The...

8/3,K/26 (Item 22 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00849457

**AUTOMATED DATA COLLECTION FOR CONSUMER DRIVING-ACTIVITY SURVEY  
COLLECTE DE DONNEES AUTOMATISEE EN VUE D'UNE ENQUETE SUR LA CONDUITE  
AUTOMOBILE DES CONSOMMATEURS**

Patent Applicant/Assignee:

VNU MARKETING INFORMATION SERVICES INC, 11 West 42nd Street, New York, NY  
10036, US, US (Residence), US (Nationality)

Inventor(s):

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DASHEFVSKY Donald J, 67 Magnolia Lane, Roslyn Heights, NY 11577, US,  
FORE-POLONIEWICZ Karen, 2 Buckingham Meadow Road, East Setauket, NY 11733  
, US,

Legal Representative:

ELLET J David Jr (et al) (agent), Kallow & Springut, 488 Madison Avenue,  
19th Floor, New York, NY 10022, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200182168 A2 20011101 (WO 0182168)

Application: WO 2000US11023 20000424 (PCT/WO US0011023)

Priority Application: WO 2000US11023 20000424

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 16056

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... vehicle accessory manufacturers, and oflier marketers in connection  
with designing new products and devising and **evaluating marketing  
campaigns** . The method and system of the invention may be used to obtain  
consumer driving-activity...

8/3,K/27 (Item 23 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00829878 \*\*Image available\*\*

**METHOD OF OBTAINING DATA FROM AN INFORMATION NETWORK  
PROCEDE PERMETTANT D'OBTENIR DES DONNEES D'UN RESEAU D'INFORMATIONS**

Patent Applicant/Assignee:

AGENTS4ALL COM INC, Suite 605, 16255 Ventura Boulevard, Encino, CA  
91436-2354, US, US (Residence), US (Nationality)

Inventor(s):

KOROLEV Anatoly Y, Apartment L-21, 1213 Avenue Z., Brooklyn, NY 11235, US

LATOURRETTE James T, 2 Candlewood Court, Huntington, NY 11743, US,

VICKMAN Leon L, 4646 White Oak Avenue, Encino, CA 91316, US,

SANDOR Maximilian J, 10245 Haines Canyon Avenue, Tujunga, CA 91042, US,

CARLSON Timothy R, 1010 North Kings Road #213, West Hollywood, CA 90069, US,

POLLACK Neal S, 5006 Calle de Arboles, Torrance, CA 90505, US,

LUDWIG Joann M, 29443 Whitley Collins Drive, Palos Verdes, CA 90275, US,

Legal Representative:

SARISKY David S (et al) (agent), Fulwider Patton Lee & Utecht, LLP, 10th Floor, 6060 Center Drive, Los Angeles, CA 90045, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200163428 A1 20010830 (WO 0163428)

Application: WO 2001US5599 20010221 (PCT/WO US0105599)

Priority Application: US 2000512755 20000225

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 15564

Main International Patent Class: G06F-015/04

Fulltext Availability:

Detailed Description

Detailed Description

... advertisement was submitted to and how many advertisements were actually accepted, providing useful tools for evaluating the success of the direct marketing campaign .

Posting Application

Returning to FIG. 6, at step S8, the user may select to invoke...

8/3,K/28 (Item 24 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00829227 \*\*Image available\*\*

A REDEMPTION COUPON

COUPON DE REMBOURSEMENT

Patent Applicant/Assignee:

LIP-SAY INTERNATIONAL PTY LTD, 45 Bellevue Avenue, Georges Hall, NSW 2198, AU, AU (Residence), AU (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

PHILLIPS Craig, 45 Bellevue Avenue, Georges Hall, NSW 2198, AU, AU (Residence), AU (Nationality), (Designated only for: US)

Legal Representative:

FREEHILLS CARTER SMITH BEADLE (agent), Level 32, MLC Centre, 19-29 Martin Place, Sydney, NSW 2000, AU,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200162515 A1 20010830 (WO 0162515)

Application: WO 2001AU187 20010223 (PCT/WO AU0100187)

Priority Application: AU 20005813 20000223; AU 20006502 20000328

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3935

...International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... coupons distributed which are subsequently returned for redemption purposes) can be determined and used to **evaluate** the success of the vendor's **marketincr** and advertising **campaigns** .

t>

2o Typically the use of this type of redemption coupon or voucher achieves a...can be determined.

In this way, it is possible for a vendor to undertake a **marketing campaign** by providing a number of coupons to the public and then being able to **assess** which coupons actually are redeemed for their value. Accurate records of all redeemed coupons means...

**8/3,K/29 (Item 25 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

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00826131 \*\*Image available\*\*

**MERCHANDISING AND MARKETING SYSTEMS AND PROCESSES**

**SYSTEMES ET PROCEDES DE COMMERCIALISATION ET DE MARKETING**

Patent Applicant/Assignee:

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(Nationality)

QUARK MEDIA HOUSE SARL, Puets-Godeet 6a, CH-2000 Neuchatel, CH, CH  
(Residence), CH (Nationality)

Inventor(s):

DOERR Thomas, 1800 Grant Street, Denver, CO 80203, US,

Legal Representative:

WEBB Glenn L (agent), PO Box 951, Conifer, CO 80433, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200159674 A1 20010816 (WO 0159674)

Application: WO 2001US4371 20010209 (PCT/WO US0104371)

Priority Application: US 2000181237 20000209

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English  
Fulltext Word Count: 5594

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description

... in a single-point solution that is flexible and easy-to-use for merchandising and **marketing analysis**, and **promotion** planning. These systems and processes enable merchandisers to analyze promotion **performance**, create promotions, source new products; executives/managers to track business **performance**, set business goals; **marketers** to analyze **promotion performance**, monitor circulation plans; buyers to analyze product inventory and schedule inventory; and many other tasks... in a single-point solution that is flexible and easy-to-use for merchandising and **marketing analysis**, and **promotion** planning. These systems and processes enable merchandisers to analyze promotion **performance**, create promotions, source new products; executives/managers to track business **performance**, set business goals; **marketers** to analyze **promotion performance**, monitor circulation plans; buyers to analyze product inventory and schedule inventory; and many other tasks... of these modules are integrated together to create a single-point solution for merchandising and **marketing analysis**, **promotion** planning and product tracking needs.

Promotion **Analysis** module

The Promotion **Analysis** module, as discussed above, allows a user to view and analyze information from current and...

8/3,K/30 (Item 26 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00815393 \*\*Image available\*\*

**SYSTEM AND METHOD FOR OPTIMIZING THE PERFORMANCE OF EMAIL AND OTHER MESSAGE CAMPAIGNS**

**SYSTEME ET PROCEDE POUR OPTIMISER LES PERFORMANCES DE CAMPAGNES PAR COURRIER ELECTRONIQUE ET PAR D'AUTRES TYPES DE MESSAGES**

Patent Applicant/Assignee:

PARAMARK INC, 1270 Oakmead Parkway, #214, Sunnyvale, CA 94086, US, US  
(Residence), US (Nationality)

Inventor(s):

RANKA Sanjay, 10119 S. Blaney Avenue, #G, Sunnyvale, CA 95014, US,  
WADHWA Hitendra K, 931 Addison Street, Palo Alto, CA 94086, US,

Legal Representative:

ANANIAN R Michael (et al) (agent), Flehr Hohbach Test Albritton & Herbert  
LLP, Suite 3400, 4 Embarcadero Center, San Francisco, CA 94111-4187, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200148964 A2-A3 20010705 (WO 0148964)

Application: WO 2000US35404 20001227 (PCT/WO US0035404)

Priority Application: US 99173689 19991229; US 2000586394 20000602

Designated States: AE AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CU CZ DE DK  
DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK  
LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT UA UG VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG



(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 6633

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description  
... above and the description below.

#### SUMMARY

Herein are described apparatus and methods for optimizing the performance of email based messaging campaigns, including advertising or marketing campaigns. The marketer (or other message originator or controller) provides the apparatus with a list of email or... performing alternatives. A marketer or other message manager has to balance this tradeoff to maximize performance for the entire marketing or other messaging campaign.

Consider a representative example of a multi-stage process with 9 email alternatives (n = 9...

8/3,K/31 (Item 27 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00815112 \*\*Image available\*\*

SYSTEM, METHOD AND BUSINESS OPERATING MODEL OPTIMIZING THE PERFORMANCE OF ADVERTISEMENTS OR MESSAGES IN INTERACTIVE MEASURABLE MEDIUMS  
SYSTEME, PROCEDURE ET MODELE D'OPERATION COMMERCIALE OPTIMISANT LES PERFORMANCES DE MESSAGES PUBLICITAIRES OU DE MESSAGES DANS DES MEDIA MESURABLES INTERACTIFS

Patent Applicant/Assignee:

PARAMARK INC, 1270 Oakmead Parkway, #214, Sunnyvale, CA 94086, US, US  
(Residence), US (Nationality)

Inventor(s):

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Legal Representative:

ANANIAN R Michael (et al) (agent), Flehr Hohbach Test Albritton & Herbert LLP, 4 Embarcadero Center, Suite 3400, San Francisco, CA 94111-4187, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200148666 A1 20010705 (WO 0148666)

Application: WO 2000US35408 20001227 (PCT/WO US0035408)

Priority Application: US 99173689 19991229; US 2000586393 20000602

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

O'Flaherty, Kenneth W., 3765 Torrey View Ct., San Diego, CA 92130, (US)  
LEGAL REPRESENTATIVE:

Cleary, Fidelma et al (85871), International IP Department NCR Limited  
206 Marylebone Road, London NW1 6LY, (GB)  
PATENT (CC, No, Kind, Date): EP 1168198 A2 020102 (Basic)  
APPLICATION (CC, No, Date): EP 2001305134 010613;  
PRIORITY (CC, No, Date): US 608595 000630  
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE; TR  
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI  
INTERNATIONAL PATENT CLASS: G06F-017/30  
ABSTRACT WORD COUNT: 60  
NOTE:

Figure number on first page: NONE

LANGUAGE (Publication,Procedural,Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200201	807
SPEC A	(English)	200201	4612
Total word count - document A			5419
Total word count - document B			0
Total word count - documents A + B			5419

INTERNATIONAL PATENT CLASS: G06F-017/30

...SPECIFICATION algorithms more accessible and more available to business people. There is a strong requirement for **marketing campaign** planners with modest technical skills (e.g., business **analysts** ) to be able to incorporate predictive models directly in support of their business tasks.  
From...

8/3,K/3 (Item 3 from file: 348)  
DIALOG(R) File 348:EUROPEAN PATENTS  
(c) 2003 European Patent Office. All rts. reserv.

01102547

SYSTEM AND METHOD FOR ASSESSING EFFECTIVENESS OF INTERNET MARKETING  
CAMPAIGN  
SYSTEME ET PROCEDE DE VERIFICATION DE L'EFFICACITE DES CAMPAGNES  
PUBLICITAIRES PAR INTERNET

PATENT ASSIGNEE:

Straight Up Software Inc., (2875670), 3550 General Atomics Court, San Diego, CA 92121-1194, (US), (Applicant designated States: all)

INVENTOR:

D'EON, Christopher, E., 1512 Reed Avenue, San Diego, CA 92109, (US)

BOLT, Thomas, B., 279 Horizon Drive, Encinitas, CA 92024-4147, (US)

PATENT (CC, No, Kind, Date):

WO 9954828 991028

APPLICATION (CC, No, Date): EP 99918750 990420; WO 99US8747 990420

PRIORITY (CC, No, Date): US 62877 980420

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;

LU; MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: G06F-013/00 ; G06F-017/30

NOTE:

Straight Up Software Inc., (2875670), 3550 General Atomics Court, San Diego, CA 92121-1194, (US); NOTING OF LOSS OF RIGHTS PURSUANT TO RULE 69(1) EPC

LANGUAGE (Publication,Procedural,Application): English; English; English  
**SYSTEM AND METHOD FOR ASSESSING EFFECTIVENESS OF INTERNET MARKETING  
CAMPAIGN**  
INTERNATIONAL PATENT CLASS: G06F-013/00 ...

... G06F-017/30

8/3,K/4 (Item 4 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
(c) 2003 European Patent Office. All rts. reserv.

01096472

**Measuring system**

**Messsystem**

**Systeme de mesure**

PATENT ASSIGNEE:

Unilever N.V., (200911), Postbus 137, 3130 AC Vlaardingen, NL\ (Applicant  
designated states: , BE; CH; DE; DK; ES; FI; FR; GR; IT; LI; NL; PT;  
SE; AT)

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PATENT (CC, No, Kind, Date): EP 962876 A2 991208 (Basic)

APPLICATION (CC, No, Date): EP 99201405 990504;

PRIORITY (CC, No, Date): GB 9811755 980601

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-017/60

ABSTRACT WORD COUNT: 109

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9949	352
SPEC A	(English)	9949	3330
Total word count - document A			3682
Total word count - document B			0
Total word count - documents A + B			3682

INTERNATIONAL PATENT CLASS: G06F-017/60

...SPECIFICATION between said representations. An associative map is a very  
valuable tool for the design and **evaluation** of, for example, **marketing  
campaigns** such as printed or televised advertisements.  
In a very preferred embodiment of the invention, the...

8/3,K/5 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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01007445

**REAL-TIME COLLABORATION AND WORKFLOW MANAGEMENT FOR A MARKETING CAMPAIGN  
GESTION DE FLUX DE TRAVAIL ET DE COLLABORATION EN TEMPS REEL POUR UNE  
CAMPAGNE COMMERCIALE**

**Patent Applicant/Assignee:**

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states except: US)

**Patent Applicant/Inventor:**

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(Residence), US (Nationality), (Designated only for: US)  
TYNER Chuck, 3600 Robert Court, Hazel Crest, IL 60429, US, US (Residence)  
, US (Nationality), (Designated only for: US)  
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(Residence), US (Nationality), (Designated only for: US)  
WAGNER Todd R, 26145 Oak Leaf Trail, Shorewood, MN 55331, US, US  
(Residence), US (Nationality), (Designated only for: US)

**Legal Representative:**

FILIPEK Stephan J (agent), Fish & Richardson P.C., 45 Rockefeller Plaza,  
Suite 2800, New York, NY 10111, US,

**Patent and Priority Information (Country, Number, Date):**

Patent: WO 200336420 A2 20030501 (WO 0336420)  
Application: WO 2002US33433 20021021 (PCT/WO US0233433)  
Priority Application: US 200114840 20011022

**Parent Application/Grant:**

Related by Continuation to: US 200114840 20011022 (CON)

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU  
CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO  
RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7576

Main International Patent Class: **G06F**

Fulltext Availability:

Detailed Description  
Claims

**English Abstract**

...several displayable web- pages, such as a home page, an activities  
page for workflow, a **marketing campaigns** with information and metrics  
about various **marketing campaigns**, and a customer **analysis** page.

**Detailed Description**

... are fed back into the marketing process in real-time fashion. The  
phases of a **marketing campaign** are indicated along the top of the  
7  
figure, and include (1) an **analysis** phase, (2) a phase where the  
**marketing campaign** is planned and developed, (3) a phase where the

Publication Language: English  
Filing Language: English  
Fulltext Word Count: 17479

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

English Abstract

System and method for improving the **performance of marketing campaigns** in which advertisements or other messages are distributed over an interactive measurable medium such as...

Detailed Description

... a global network is the Internet.

BACKGROUND

This invention relates to executing and optimizing the **performance of marketing campaigns** in which advertisements or other messages are distributed over an interactive measurable medium such as...the inventive system.

SUMMARY

This invention relates to executing and improving and desirably optimizing the **performance of marketing campaigns** in which advertisements or other messages are distributed over an interactive measurable medium such as...

8/3,K/32 (Item 28 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00815111 \*\*Image available\*\*

METHOD, ALGORITHM, AND COMPUTER PROGRAM FOR OPTIMIZING THE PERFORMANCE OF MESSAGES INCLUDING ADVERTISEMENTS IN INTERACTIVE MEASURABLE MEDIUMS  
PROCEDE, ALGORITHME ET PROGRAMME INFORMATIQUE DESTINES A OPTIMISER LA PERFORMANCE DES MESSAGES COMPRENANT DE LA PUBLICITE DANS DES SUPPORTS INTERACTIFS MESURABLES

Patent Applicant/Assignee:

PARAMARK INC, 1270 Oakmead Parkway, #214, Sunnyvale, CA 94086, US, US  
(Residence), US (Nationality)

Inventor(s):

RANKA Sanjay, 10119 S. Blaney Avenue, #G, Sunnyvale, CA 95014, US,  
LENDERMAN Jason S, 5046 - 35th Street, San Diego, CA 92116, US,  
WEISINGER James, 2628 Wakefield Drive, Belmont, CA 94002, US,

Legal Representative:

ANANIAN R Michael (et al) (agent), Flehr, Hohbach, Test, Albritton &  
Herbert LLP, Suite 3400, 4 Embarcadero Center, San Francisco, CA  
94111-4187, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200148665 A1 20010705 (WO 0148665)

Application: WO 2000US35405 20001227 (PCT/WO US0035405)

Priority Application: US 99173689 19991229; US 2000586387 20000602

Designated States: AE AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CU CZ DE DK  
DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK  
LR LS LT LU LV MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 12937

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description

... to method, procedure, algorithm, system, and computer program for improving and attempting to optimize the **performance of marketing campaigns** in which advertisements or other messages are distributed over an interactive measurable medium such as... provides method, procedure, algorithm, system, and computer program for improving and attempting to optimize the **performance of messaging campaigns**, particularly to **marketing campaigns** in which advertisements or other messages are distributed over an interactive measurable medium such as... of the invention directed to advertising, the invention provides procedure and algorithm for optimizing the **performance of marketing campaigns** in which advertisements are distributed over an interactive, measurable medium such as the Internet. One...

8/3,K/33 (Item 29 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00807404 \*\*Image available\*\*

**AUTOMATED METHOD AND SYSTEM FOR AUTOMATED TRACKING, CHARGING AND ANALYSIS OF MULTIPLE SPONSOR DISCOUNT COUPONS**  
**PROCEDE ET SYSTEME AUTOMATISES DE REPERAGE, FACTURATION ET ANALYSE DE BONS DE REDUCTION OFFERTS PAR DES SPONSORS**

Patent Applicant/Assignee:

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Legal Representative:

GHOLZ Charles L (et al) (agent), Oblon, Spivak, McClelland, Maier &  
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Highway, Arlington, VA 22202, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200140980 A2 20010607 (WO 0140980)  
Application: WO 2000US3721 20000314 (PCT/WO US0003721)  
Priority Application: US 99452678 19991201

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD  
MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ  
VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English  
Filing Language: English  
Fulltext Word Count: 7942

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... customer. The present invention further stores information regarding the benefits provided under the multiple item **promotions** to support gathering **marketing** statistics to support **analysis** of the effectiveness of the promotions. The present invention may further store data in association...accumulation of all purchases and redeemed future discounts into the purchase history database will allow **analysis** of customer purchase behavior to support determining marketing statistics and **evaluating** the effectiveness of the **promotion**. Example **marketing** statistics include determining trends comprising other purchases made by customers who satisfied particular purchase combination promotions and identifying items not purchased by customers who satisfied a particular purchase combination **promotions**. Other **marketing** statistics which can be derived by **analysis** of a customer's purchases include identifying the number of customers who changed their behavior...

8/3,K/34 (Item 30 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00804448

GLOBAL INTERACTIVE COMPETITIVE TRADING WITH DYNAMIC PRICING

ECHANGES COMPETITIFS INTERACTIFS MONDIAUX ASSOCIES A UNE FIXATION DES PRIX DYNAMIQUE

Patent Applicant/Inventor:

SCOTT Richard Nelson, 5 Beauchamp Close, Neath Hill, Milton Keynes MK14 6HZ, GB, GB (Residence), GB (Nationality)

Patent and Priority Information (Country, Number, Date):

Patent: WO 200137112 A2 20010525 (WO 0137112)

Application: WO 2000GB4256 20001106 (PCT/WO GB0004256)

Priority Application: US 99166615 19991119

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7520

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... cuts for the consumer/ purchaser for specific property, products, goods, services or unsold capacities.

8. **Analysis** of all forms of traditional media campaigns targeted at consumers confirms that dramatic short-term **marketing** and sales **campaigns** are a dominant and permanent component in the

productivity/retail/consumer/purchaser relationship.

9. Notwithstanding...

8/3,K/35 (Item 31 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00803948 \*\*Image available\*\*

**METHOD OF AND SYSTEM FOR ENABLING BRAND-IMAGE COMMUNICATION BETWEEN VENDORS AND CONSUMERS**

**PROCEDE ET SYSTEME PERMETTANT DE COMMUNIQUER UNE IMAGE DE MARQUE ENTRE DES VENDEURS ET DES CONSOMMATEURS**

Patent Applicant/Assignee:

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US (Residence), US (Nationality), (For all designated states except:  
US)

Patent Applicant/Inventor:

PERKOWSKI Thomas J, 10 Waldon Road, Darien, CT 06820, US, US (Residence),  
US (Nationality), (Designated only for: US)

Legal Representative:

PERKOWSKI Thomas J (agent), Thomas J. Perkowski, P.C., Soundview Plaza,  
1266 East Main Street, Stamford, CT 06902, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200137540 A2-A3 20010525 (WO 0137540)

Application: WO 2000US31757 20001117 (PCT/WO US0031757)

Priority Application: US 99441973 19991117; US 99447121 19991122; US  
99465859 19991217; US 2000483105 20000114; US 2000599690 20000622; US  
2000641908 20000818; US 2000695744 20001024

Parent Application/Grant:

Related by Continuation to: US 99441973 19991117 (CIP); US 99447121  
19991122 (CIP); US 99465859 19991217 (CIP); US 2000483105 20000114  
(CIP); US 2000599690 20000622 (CIP); US 2000641908 20000818 (CIP); US  
2000695744 20001024 (CIP)

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 116871

Main International Patent Class: **G06F-017/60**

International Patent Class: **G06F-015/16 ...**

Fulltext Availability:

Claims

Claim

... authorized subnetwork of CPI kiosks; (I 1) modifying kiosk promotion campaigns; and (12) monitoring the **performance** of kiosk promotion campaigns. As shown in Fig. 35, the Internet-Based Consumer Product **Promotion Marketing**, Programming, Management And Delivery Subsystem 503 of the illustrative embodiment supports a number of information...



8/3,K/36 (Item 32 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00803592 \*\*Image available\*\*

**TARGETED MARKETING SYSTEM WITH THIRD PARTY CONFIDENTIAL DATABASE**  
**SYSTEME DE MARKETING CIBLE AVEC BASE DE DONNEES CONFIDENTIELLE DE TIERS**

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DIKSTEIN Eliezer, 76347 Aharonowitz Yossef, IL,  
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200137152 A1 20010525 (WO 0137152)

Application: WO 2000IB1844 20001117 (PCT/WO IB0001844)

Priority Application: US 99443630 19991119

Designated States: AU BR IL

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Filing Language: English

Fulltext Word Count: 7592

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... frequency of a

2.5 user-determined offeree action, a user-determined monetary criterion,  
an **evaluation** of offeree willingness to accept the offer, a **marketing**  
**campaign** budget, and/or the number of records in the potential offeree  
database meeting at least...recency or frequency of a user-determined  
offeree

action, a user-determined monetary criterion, an **evaluation** of offeree  
willingness to accept the offer, a **marketing campaign** budget, and/or  
the

lo number of records in the potential offeree database meeting at...

...or frequency of a

user-determined offeree action, a user-determined monetary criterion, an  
**evaluation** of offeree willingness to accept the offer, a **marketing**  
**campaign** budget, and/or the number of records in the potential offeree  
database meeting at least...

8/3,K/37 (Item 33 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00803578 \*\*Image available\*\*

**PERSONALIZED INTERACTIVE NETWORK ARCHITECTURE**  
**ARCHITECTURE DE RESEAU PERSONNALISEE INTERACTIVE**

Patent Applicant/Assignee:

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Inventor(s):

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200137136 A2 20010525 (WO 0137136)

Application: WO 2000US31035 20001113 (PCT/WO US0031035)

Priority Application: US 99165739 19991115; US 2000564783 20000504

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 16810

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... It organizes and passes these inputs to the decision engine 114. The  
decision engine 114 **evaluates** the inputs against its **marketing /**  
**campaign**  
intelligence rules stored therein to come up with a decision or  
recommendation 1 14A. The...

8/3,K/38 (Item 34 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00803564 \*\*Image available\*\*

**APPARATUS AND METHOD FOR PROVIDING ADVERTISING ON INTERNET-ENABLED CHANNELS**  
**APPAREIL ET PROCEDE PERMETTANT DE DIFFUSER UN CONTENU PUBLICITAIRE SUR DES**  
**CANAUUX CONNECTES A INTERNET**

Patent Applicant/Assignee:

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Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200137119 A2 20010525 (WO 0137119)

Application: WO 2000US31464 20001115 (PCT/WO US0031464)

Priority Application: US 99165526 19991115

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8145

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... reporting, delivery, management, and customer service tools to  
effectively serve and manage I I online **marketing campaigns** . Using  
the present invention, advertisers, publishers, and networks (users) can  
view the **performance** of each advertisement, creative, campaign, or  
creative content placement location and produce customized ad tracking...

**8/3,K/39 (Item 35 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

(c) 2003 WIPO/Univentio. All rts. reserv.

00790596 \*\*Image available\*\*

**A PROMOTIONAL IMPACT ASSESSMENT METHODOLOGY**

**METHODOLOGIE D'EVALUATION DE L'IMPACT PROMOTIONNEL**

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Patent Applicant/Inventor:

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Legal Representative:

SCHEINFELD Robert C (et al) (agent), Baker Botts LLP, 30 Rockefeller  
Plaza, New York, NY 10112-0228, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200124094 A1 20010405 (WO 0124094)

Application: WO 2000US26997 20000929 (PCT/WO US0026997)

Priority Application: US 99157139 19990930

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 4352

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... investment in prescription drug promotions. To do this, the impact of various promotions on product **performance** must be quantified.

Unfortunately, measuring the impact of **promotions** separately from other **market** inputs is not a simple task, as numerous factors may influence product **performance**. Moreover, it is well known that promotions have lagged effect, i.e., adverting activities in...

...the promotion lag structures vary across products and across therapeutic classes. The fact that many **market** inputs other than **promotions**, such as price, product attributes, and the entry of competitive products, may impact product **performance** further complicates the detection of the promotional lag structure.

Time series analysis is one well...

8/3,K/40 (Item 36 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00788761 \*\*Image available\*\*

**DATA MINING FOR MANAGING MARKETING RESOURCES**

**EXTRACTION DE DONNEES SERVANT A LA GESTION DE RESSOURCES DE COMMERCIALISATION**

Patent Applicant/Assignee:

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200122265 A2 20010329 (WO 0122265)

Application: WO 2000US26171 20000921 (PCT/WO US0026171)

Priority Application: US 99401439 19990922

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 11448

Main International Patent Class: **G06F-017/60**

International Patent Class: **G06F-017/30**

Fulltext Availability:

Detailed Description

Detailed Description

... or, on the Internet, the site manager) employs an independent marketing company to run a **marketing campaign** and then collect the results and provide an **evaluation**. The turn-around time for such an

**evaluation** often can be several months following the completion of the **marketing** or advertising **campaign** . The **marketing** company uses any one of several well-known databases characterizing a large population of purchasers...  
...manager and are only partially affected by the actual result data or surveys from previous **marketing campaigns** . Thus, large **marketing** resources must be allocated and consumed based upon decisions reached without a meaningful **assessment** of the reliability

8/3,K/41 (Item 37 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00783291 \*\*Image available\*\*  
**SYSTEM FOR INFLUENCE NETWORK MARKETING**  
**SYSTEME DE COMMERCIALISATION DE RESEAU D'INFLUENCE**  
Patent Applicant/Assignee:  
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Circle, Hunt Valley, MD 21031, US, US (Residence), US (Nationality)  
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Legal Representative:  
SARTORI Michael A (agent), Venable, P.O. Box 34385, Washington, DC  
20043-9998, US,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200116839 A2 20010308 (WO 0116839)  
Application: WO 2000US23743 20000830 (PCT/WO US0023743)  
Priority Application: US 99386353 19990831  
Designated States: JP  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 9947  
Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description  
... an earlier decision not to adopt the new drug, the drug manufacturer  
would cease the **marketing campaign** , **evaluate** the reasons why - I  
the new drug was not adopted, and either respond to the...

8/3,K/42 (Item 38 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00783289 \*\*Image available\*\*  
**APPARATUS AND METHOD FOR CREATING A MARKETING INITIATIVE**  
**APPAREIL ET PROCEDE POUR CREER UNE INITIATIVE DE COMMERCIALISATION**  
Patent Applicant/Assignee:  
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Legal Representative:

GARRETT Arthur S (agent), Finnegan, Henderson, Farabow, Garrett & Dunner,  
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200116837 A2 20010308 (WO 0116837)

Application: WO 2000US23632 20000829 (PCT/WO US0023632)

Priority Application: US 99385414 19990830

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5362

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... to determine if there exists significant lost opportunity that might  
be capitalized upon for future **marketing campaigns**. This **analysis**  
also utilizes information in the inbound transaction from the marketing  
host to determine what individual...

**8/3,K/43 (Item 39 from file: 349)**

DIALOG(R) File 349:PCT FULLTEXT

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00783185 \*\*Image available\*\*

**SYSTEM AND METHOD FOR ADMINISTERING ELECTRONIC PROMOTIONS**

**SYSTEME ET PROCEDE DE GESTION DE PROMOTIONS ELECTRONIQUES**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200116696 A1 20010308 (WO 0116696)  
Application: WO 2000US22269 20000814 (PCT/WO US0022269)  
Priority Application: US 99385489 19990830  
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 14473  
Main International Patent Class: G06F-007/20  
International Patent Class: G06F-017/60 ...  
Fulltext Availability:  
Detailed Description

Detailed Description

... retailers tailor their promotions to distinguish themselves from other  
retailers; (2) the substantial emphasis on **performance** under or results  
of the **promotion**; (3) the changing **marketing** relations with  
consumers; and (4) the increases in the retailers' size and purchasing  
power over...s needs (business objectives of the promotion, timing of the  
promotion, financial impact of the **promotion**, **marketing** impact of the  
**promotion**, etc.). After **evaluating** the proposed promotion, the  
retailer's buyer either accepts the promotion as is, negotiates different  
...

8/3,K/44 (Item 40 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00777018

**COMPUTER-IMPLEMENTED METHODS AND SYSTEMS FOR ESTIMATING COSTS AND BENEFITS  
ASSOCIATED WITH DISEASE MANAGEMENT INTERVENTIONS  
PROCEDES INFORMATISES PERMETTANT D'ESTIMER LES COUTS ET AVANTAGES RELATIFS  
AUX INTERVENTIONS DE GESTION THERAPEUTIQUE**

Patent Applicant/Assignee:

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(Designated only for: US)

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200109758 A2 20010208 (WO 0109758)  
Application: WO 2000US21106 20000802 (PCT/WO US0021106)  
Priority Application: US 99366007 19990802  
Parent Application/Grant:  
Related by Continuation to: US 99366007 19990802 (CIP)  
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 18767

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description

... with a  
disease management intervention to employers or health plan providers. As  
part of the **marketing campaign**, the manufacturer may wish to present  
a costbenefit **analysis** relating to the drug to the employer or health  
plan provider.

This analysis may include...

8/3,K/45 (Item 41 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00776236 \*\*Image available\*\*

**METHOD AND APPARATUS FOR TRACKING AND ANALYZING ONLINE USAGE**  
**PROCEDE ET APPAREIL POUR LE SUIVI ET L'ANALYSE DE L'UTILISATION DE SERVICES**  
**EN LIGNE**

Patent Applicant/Assignee:

TMP WORLDWIDE, 1633 Broadway, New York, NY 10019, US, US (Residence), US  
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Inventor(s):

HEALY James, 352 Park Avenue South, New York, NY 10010, US

LEE John P, 14 Continental Drive, West Nyack, NY 10994, US

Legal Representative:

WALLACH Steven I, Pennie & Edmonds LLP, 1155 Avenue of the Americas, New  
York, NY 10036, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200109789 A1 20010208 (WO 0109789)

Application: WO 2000US20435 20000727 (PCT/WO US0020435)

Priority Application: US 99364932 19990730

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English



Filing Language: English  
Fulltext Word Count: 11793

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

#### Detailed Description

... advertiser is also intended to refer generally to any client of such a tracking and **analysis** system.

Online **marketing campaigns** generally involve the purchase of advertisement space and other marketing efforts (paid or unpaid) including...budget.

Similarly, another disadvantage of prior counting systems is the absence of the collection and **analysis** of demographic information that can be useful in targeting an online **marketing campaign**. Additionally, the absence of retention data whereby repeat 1 5 business by a user or... batch mode.

In a further aspect, the present invention is directed toward a system for **evaluating the performance** of online **marketing campaigns** in terms of several criteria, such as new account generation, sales, ease of use and...

...various advertisements used.

Additionally, cost and demographic data regarding other marketing opportunities available for future **marketing campaigns** and representative scores for the **performance** for such potential future advertisement or marketing efforts based upon demographics or other information may...

8/3,K/46 (Item 42 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00739971

**MARKETING SUPPORT DATA BASE MANAGEMENT METHOD, SYSTEM AND PROGRAM PRODUCT  
PROCEDE DE GESTION D'UNE BASE DE DONNEES CONCERNANT LE SOUTIEN A LA  
COMMERCIALISATION, SYSTEME ET PROGICIEL**

#### Patent Applicant/Assignee:

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#### Patent Applicant/Inventor:

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(Residence), US (Nationality), (Designated only for: US )

STIRRUP Ashley, 3906 N.E. Surber Drive, Seattle, WA 98105, US, US  
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#### Legal Representative:

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#### Patent and Priority Information (Country, Number, Date):

Patent: WO 200052553 A2 20000908 (WO 0052553)

Application: WO 2000US5620 20000303 (PCT/WO US0005620)

Priority Application: US 99261773 19990303

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 4126

Main International Patent Class: **G06F**

Fulltext Availability:

Detailed Description

Detailed Description

... into knowledge that powers effective sales and marketing strategies.

Data gathered from the execution of **marketing** and sales **campaigns** ,  
from requests for customer service, and from external sources is  
transformed by Siebel Marketing **Analysis** and stored in a high  
performance data mart.

Analyses and Briefings

The client input/output...

...many more.

Briefings capability provides insightful summaries on specific topics  
such as products, customers, and **campaigns** . Pre-built **marketing  
analyses** may be organized into the following eight categories: Customer,  
Product, Campaign, Sales, Pipeline, 5.

Competitor...

...analyses has an output screen as shown in FIGURE 1, which shows both a  
Campaign **Analysis** Screen Figure 1A and a Campaign Briefing Screen,  
Figure 2B.

**Campaign Analysis** allows **marketing** managers to perform **analysis**  
of revenues, returns on investment and how campaign leads have moved  
through the sales pipeline...

...how and where leads are generated, the most effective sources of leads  
and how successful **marketing campaigns** lead to increased sales.  
Sales **analyses** provide a high level view of your company's **performance**  
. Included are analyses of the overall trends in sales, expected sales  
and sales lost to...

...and customer segments is critical to the success of marketing  
strategies. Armed with this information **marketers** can tailor their  
**campaign** offers to better target their most valuable customers. provides  
a series of **analyses** that enable marketing managers to determine which  
customers and customer segments are buying which products...first user  
would not experience any response delay. This further improves the  
marketing enterprise OLAP **analysis performance** .

**Marketing Enterprise Campaign Generation**

The above features are integrated into several possible output tools. One  
such tool is...

...is because the Marketing Enterprise not only provides extensive

configurable and extendable OLAP decision support **analysis** capabilities, it also provides a one-button **campaign** generation feature. **Marketing** enterprise allows the marketing managers to use marketing enterprise pre-configured views or to run...  
...automatically associate all 1 5 the contacts and prospects based on the current OLAP **analysis** query to the **campaign** .

The **marketing** managers can then send the newly created campaigns to the external channel or the call...

8/3,K/47 (Item 43 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00739251 \*\*Image available\*\*

**METHOD FOR MARKETING AND SELLING THAT MAY CONTAIN A MEMBERSHIP BUYING OPPORTUNITY**  
**PROCEDE DE COMMERCIALISATION ET DE VENTE POUVANT INCLURE UN GROUPEMENT D'ACHATS EN COMMUN**

Patent Applicant/Assignee:

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(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

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BLODGETT James G, 5446 Discovery Drive, S.E., Kentwood, MI 49508, US, US  
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HORDER-KOOP Robin, 8099 Wilderness Trail, N.E., Ada, MI 49301, US, US  
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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200052617 A1 20000908 (WO 0052617)

Application: WO 2000US5073 20000229 (PCT/WO US0005073)

Priority Application: US 99122385 19990302; US 99126493 19990325; US  
2000515861 20000229

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 44003

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... than the price paid by Client 40. The marketing company 100 may also offer direct **marketing promotions** targeted at Members 30. Member 30, 39 however, is preferably not entitled to a **performance** bonus or commission, nor is Member 30 authorized to recruit or sponsor other Members 30...

8/3,K/48 (Item 44 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00739190 \*\*Image available\*\*

**ELECTRONIC COMMERCE TRANSACTIONS WITHIN A MARKETING SYSTEM THAT MAY CONTAIN A MEMBERSHIP BUYING OPPORTUNITY**

**TRANSACTIONS DE COMMERCE ELECTRONIQUE DANS UN SYSTEME DE COMMERCIALISATION POUVANT INCLURE UN GROUPEMENT D'ACHATS EN COMMUN**

Patent Applicant/Assignee:

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Patent Applicant/Inventor:

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BLODGETT James G, 5446 Discovery Drive S.E., Kentwood, MI 49508, US, US (Residence), US (Nationality), (Designated only for: US pmbrk=pmyes)  
CARLSON Bruce H, 6681 Checkerberry, Rockford, MI 49341, US, US (Residence), US (Nationality), (Designated only for: US pmbrk=pmyes)  
DANGL William, 1855 Laraway Lane, Grand Rapids, MI 49546, US, US (Residence), US (Nationality), (Designated only for: US pmbrk=pmyes)  
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MCDONALD Kenneth J, 9171 Conservancy, Ada, MI 49301, US, US (Residence),  
US (Nationality), (Designated only for: US pmbrk=pmyes)  
PARKER John P, 6188 Rogue River Meadows, Belmont, MI 49306, US, US  
(Residence), US (Nationality), (Designated only for: US pmbrk=pmyes)  
POPP Andrew J, 8366 Woodcrest, Rockford, MI 49341, US, US (Residence), US  
(Nationality), (Designated only for: US pmbrk=pmyes)  
SAVAGE Kelly K, 4188 104th Street S.W., Byron Center, MI 49315, US, US  
(Residence), US (Nationality), (Designated only for: US pmbrk=pmyes)  
VISSER Steven R, 2157 Okemos S.E., Grand Rapids, MI 49506, US, US  
(Residence), US (Nationality), (Designated only for: US pmbrk=pmyes)  
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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200052552 A2 20000908 (WO 0052552)

Application: WO 2000US5074 20000229 (PCT/WO US0005074)

Priority Application: US 99122385 19990302; US 99126493 19990325; US  
2000515860 20000229

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 56258

Main International Patent Class: **G06F**

Fulltext Availability:

Detailed Description

Detailed Description

... than the price paid by Client 40. The marketing company 100 may also  
offer direct **marketing promotions** targeted at Members 30. Member 30,  
50  
however, is preferably not entitled to a **performance** bonus or  
conu-nission, nor is Member 30 authorized to recruit or sponsor other  
Members...

**8/3,K/49 (Item 45 from file: 349)**

DIALOG(R)File 349:PCT FULLTEXT

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00578159 \*\*Image available\*\*

**METHOD, APPARATUS AND SYSTEM FOR IMPROVED CONTENT MANAGEMENT AND DELIVERY  
PROCEDE, APPAREIL ET SYSTEME PERMETTANT D'OBTENIR UNE GESTION ET UNE REMISE  
DE CONTENU AMELIOREES**

Patent Applicant/Assignee:

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Inventor(s):

RODERICK Stephen C, 3142 NW Autumn, Corvallis, OR 97330, US,

Legal Representative:

AUYEUNG Aloysius T C (agent), Columbia IP Law Group, LLC, Suite 109, 4900

SW Meadows Road, Lake Oswego, OR 97035, US,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200041532 A2-A3 20000720 (WO 0041532)  
Application: WO 2000US675 20000111 (PCT/WO US0000675)  
Priority Application: US 99228259 19990111  
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK  
DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 8994

Main International Patent Class: G06F-017/30  
International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description

... 200 without deviating from the spirit and scope of the present invention. For example, statistical **analysis** may well be employed to identify under performing **marketing campaigns**, cyclical changes in **marketing** effectiveness corresponding to season, etc.

In addition to the example embodiments presented above, an alternate...

8/3,K/50 (Item 46 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00571537

**CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM AND METHOD**  
**SYSTEME ET PROCEDE DE GESTION DE RELATION CLIENT**

Patent Applicant/Assignee:

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Legal Representative:

MCCOMBS David L (agent), Haynes & Boone, LLP, Suite 3100, 901 Main  
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200034910 A2 20000615 (WO 0034910)  
Application: WO 99US29247 19991209 (PCT/WO US9929247)  
Priority Application: US 98210296 19981211

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG  
UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 20993

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... 6

This constraint specifies that the profits must not decrease as a result of the **marketing campaign**. The constraint can be checked both during the **analysis** and design phases, 102, 103, by comparing the predicted total profits to the initial profits...in order to maximize the contribution to the campaign goals, while meeting relevant constraints.

**Analysis** phase 102 also includes validating 304 the constraints and goals of the **marketing campaign**. This includes, for example, identifying any conflicts between the products offered in the campaign and...level of relationship between customers and the company; and campaign effectiveness reports 804, which provide **analysis** on the results of previously executed **marketing campaigns** so that the campaign can be refined and improved.

Examples of customer understanding reports include...either segments set 801 from segmentation module 704, or scored segments set 902 from report **analysis** and data mining module 705. Module 706 produces a **marketing campaign** 1101 including cells 1103, offers 1104, channels 1105, 20 and schedules 1106. Marketing campaign 1101...

Claim

... management system,  
comprising:  
a computer-implemented specification module, for defining goals and constraints for a **marketing campaign** ;  
a computer-implemented **analysis** module, coupled to the specification module, for defining segments and validating goals and constraints;  
a...

...of claim 1, wherein step b) comprises the substeps of:

- b.1) performing an exploratory **analysis** ;
- b.2) defining a plurality of market segments to be targeted by the **marketing campaign**, each segment having characteristics;
- b.3) scoring the defined market segments according to a scoring...

...9 The method of claim 8, wherein substep b.1) comprises performing a break-even **analysis** of the **marketing campaign**.

10 The method of claim 8, wherein substep b.3) comprises applying a correlation model...

...segmentation module, coupled to the data access layer, for generating market segments;  
computer-implemented report **analysis** and data mining module, coupled to the segmentation module, for determining scores for **market** segments;  
computer-implemented **campaign** manager, coupled to the data access layer,  
for producing a marketing campaign; and  
an output...system,,

comprising:

8 1

computer-implemented specification means for defining goals and constraints

for a **marketing campaign** ;

computer-implemented **analysis** means, coupled to the specification means, for

defining market segments and validating defined goals and constraints;

computer-implemented design means, coupled to the **analysis** means, for

designing the **marketing campaign** responsive to results of the

specification means and the **analysis** means; and

computer-implemented execution means, coupled to the design means, for

executing the designed **marketing campaign** .

29 The computer-implemented customer relationship management system of claim 28, further comprising:

computer-implemented...

...campaign; and

computer-implemented customer definition means for defining a set of customers for the **marketing campaign** .

31 The method of claim 28, wherein the **analysis** means comprises:

computer-implemented exploratory **analysis** means for performing an exploratory analysis;

computer-implemented market segment definition means, for defining a...

8/3,K/51 (Item 47 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00569844 \*\*Image available\*\*

**CLIENT SERVER SYSTEM WITH THIN CLIENT ARCHITECTURE**

**SYSTEME CLIENT-SERVEUR A ARCHITECTURE DE CLIENTINIMALE**

Patent Applicant/Assignee:

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ARNAIZ Gilberto,

COKER John L,

HAHN Samuel,

KATCHOUR Ernst,

ROTHWEIN Thomas M,

SCHWARTZ David C,

Inventor(s):

AMBROSE Jesse,

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COKER John L,

HAHN Samuel,

KATCHOUR Ernst,

ROTHWEIN Thomas M,

SCHWARTZ David C,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200033217 A1 20000608 (WO 0033217)

Application: WO 99US28414 19991130 (PCT/WO US9928414)

Priority Application: US 98110191 19981130

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DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM

TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ

BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT



SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
Publication Language: English  
Fulltext Word Count: 19872

Main International Patent Class: **G06F-017/30**  
International Patent Class: **G06F-007/00**  
Fulltext Availability:  
Detailed Description

Detailed Description  
... completely confidential.

\* Siebel eMarketing. Provides organizations with the automation tools to rapidly create, execute, and **assess** the effectiveness of Web-based **marketing campaigns** .

With Siebel eMarketing, enterprises can segment their customer and prospect bases, target them with an...

**8/3,K/52** (Item 48 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00566593 \*\*Image available\*\*  
**UNIFIED COMPUTING AND COMMUNICATION ARCHITECTURE (UCCA)**  
**ARCHITECTURE DE CALCUL ET DE COMMUNICATION UNIFIEE**  
Patent Applicant/Assignee:  
TERAGLOBAL COMMUNICATIONS CORP,  
HOLCOMB Grant K,  
Inventor(s):  
HOLCOMB Grant K,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200029966 A1 20000525 (WO 0029966)  
Application: WO 99US27587 19991119 (PCT/WO US9927587)  
Priority Application: US 98109420 19981119  
Designated States: AU CA CN JP KR US AT BE CH CY DE DK ES FI FR GB GR IE IT  
LU MC NL PT SE  
Publication Language: English  
Fulltext Word Count: 16431

Main International Patent Class: **G06F-015/00**  
Fulltext Availability:  
Detailed Description  
... series, a production 2 0 line, a distribution channel, a combat mission, and a consumer **marketing campaign** all have a common need for **assessment** to determine if they were successful, There can be no continuous improvement of productivity and...

**8/3,K/53** (Item 49 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00523476 \*\*Image available\*\*  
**SYSTEM AND METHOD FOR ASSESSING EFFECTIVENESS OF INTERNET MARKETING CAMPAIGN**  
**SYSTEME ET PROCEDE DE VERIFICATION DE L'EFFICACITE DES CAMPAGNES**

**PUBLICITAIRES PAR INTERNET**

Patent Applicant/Assignee:

STRAIGHT UP SOFTWARE INC,

Inventor(s):

D'EON Christopher E,

BOLT Thomas B,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9954828 A1 19991028

Application: WO 99US8747 19990420 (PCT/WO US9908747)

Priority Application: US 9862877 19980420

Designated States: AU CA JP AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL  
PT SE

Publication Language: English

Fulltext Word Count: 4588

**SYSTEM AND METHOD FOR ASSESSING EFFECTIVENESS OF INTERNET MARKETING  
CAMPAIGN**

Main International Patent Class: G06F-013/00

International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

SYSTEM AND METHOD FOR **ASSESSING** EFFECTIVENESS OF  
INTERNET **MARKETING** **CAMPAIGN**

FIELD OF THE INVENTION

The present invention relates generally to Internet marketing, and more particularly...the effectiveness of each advertisement 30, 32, 34.

While the particular SYSTEM AND METHOD FOR **ASSESSING**  
EFFECTIVENESS OF INTERNET **MARKETING** **CAMPAIGN** as herein shown  
and described in detail is fully capable of attaining the above-described  
...

8/3,K/54 (Item 50 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

(c) 2003 WIPO/Univentio. All rts. reserv.

00507934 \*\*Image available\*\*

**INFORMATION PLATFORM**

**PLATE-FORME DE DONNEES**

Patent Applicant/Assignee:

AENEID CORPORATION,

Inventor(s):

AINSBURY Robert D,

AL HUSSEIN Hussein K,

HINNANT Michael C,

LAHAM Muwaffaq M,

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SHOTTON Frederick R,

TEJADA Wilfredo M,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9939286 A1 19990805

Application: WO 99US2127 19990128 (PCT/WO US9902127)

Priority Application: US 9816758 19980130

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT  
BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA  
GN GW ML MR NE SN TD TG  
Publication Language: English  
Fulltext Word Count: 26502

Main International Patent Class: **G06F-017/30**  
Fulltext Availability:  
Detailed Description

Detailed Description

... charts to analyze products across geographic regions,  
company dimensions, product dimensions, officer dimensions, product sales  
**analysis0 , promotion analysis , market share analysis , product**  
**feature analysis , industry revenue forecast analysis , industry**  
**opinion analysis , competitive expenditure analysis , events/effects**  
**analysis.**

Discussion.

The information platform integrates structured and unstructured  
information from internal and...

**8/3,K/55 (Item 51 from file: 349)**  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00459178 \*\*Image available\*\*

**STRATEGIC MARKETING SYSTEM**  
**SYSTEME DE MARKETING STRATEGIQUE**

Patent Applicant/Assignee:  
MCI COMMUNICATIONS CORPORATION,

Inventor(s):

GRIM Robert,  
SOUSA Ryan,  
PATTERSON Ronald,  
THORNTON Paula,  
GELLER Rob,  
GREENFIELD Lawrence,  
MILLER Alice,  
BARRETT Paul,  
KRUEGER Al,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9849642 A1 19981105  
Application: WO 98US8030 19980421 (PCT/WO US9808030)  
Priority Application: US 97845919 19970429

Designated States: AU CA JP MX AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC  
NL PT SE

Publication Language: English  
Fulltext Word Count: 12892

Main International Patent Class: **G06F-017/60**  
Fulltext Availability:  
Detailed Description

Detailed Description

... BSU 116 of the company, use the GUI to translate a marketing strategy  
into a **marketing campaign** .

The BSU 1 16 first specifies criteria for targeting clients. For example, from a prior **analysis** performed on data in the data warehouse of the DSS 104, the BSU 116 may...California from Japan, and have selected another long distance company.

Generally, more complex methods of **analysis** are used to determine what types of **marketing campaigns** can be successful. The BSU 116 examines their data mart 175 to find significant patterns...

8/3,K/56 (Item 52 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00459177 \*\*Image available\*\*  
SYSTEM AND METHOD FOR AUTOMATED LEAD GENERATION AND CLIENT CONTACT  
MANAGEMENT FOR A SALES AND MARKETING PLATFORM  
SYSTEME ET PROCEDE POUR ETABLISSEMENT AUTOMATIQUE D'INDICES ET GESTION  
AUTOMATIQUE DES CONTACTS CLIENT DANS UNE PLATE-FORME DE VENTE ET DE  
MARKETING

Patent Applicant/Assignee:

MCI COMMUNICATIONS CORPORATION,

Inventor(s):

ROOT Randal William,  
KRUEGER Alvin Herman,  
PIEPER Bruce Roger,  
BINGHAM David Wayne,  
GOLDBERG Victor Alan,  
LIPSCOMB George Michael,  
DE LOLLIS Anthony J,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9849641 A1 19981105

Application: WO 98US6721 19980403 (PCT/WO US9806721)

Priority Application: US 97845915 19970429

Designated States: AU CA JP MX AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC  
NL PT SE

Publication Language: English

Fulltext Word Count: 11451

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... California from Japan, and have selected another long distance company.

Generally, more complex methods of **analysis** are used to determine what types of **marketing campaigns** can be successful.

8/3,K/57 (Item 53 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00452718 \*\*Image available\*\*  
COINCIDENCE DETECTION METHOD, PRODUCTS AND APPARATUS  
PROCEDE, PRODUITS ET DISPOSITIF POUR DETECTION DE COINCIDENCES  
Patent Applicant/Assignee:

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STEEG Evan W,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 9843182 A1 19981001  
Application: WO 98CA273 19980323 (PCT/WO CA9800273)  
Priority Application: US 9741472 19970324  
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD  
MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US  
UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE  
CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML  
MR NE SN TD TG  
Publication Language: English  
Fulltext Word Count: 53890  
Main International Patent Class: G06F-017/30  
Fulltext Availability:  
Detailed Description

Detailed Description

... females in the NEdwest region buying our  
products?  
Such questions can be addressed by the **analysis** of databases organized  
in terms of customers, transactions, demographic factors, previous  
**marketing campaigns**, and sales of particular products. For charitable  
organizations, the basic idea is the same, though...

8/3,K/58 (Item 54 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00374280 \*\*Image available\*\*  
SALES PROCESS SUPPORT SYSTEM AND METHOD  
SYSTEME DE SUPPORT POUR LES TECHNIQUES DE VENTE ET METHODE ASSOCIEE  
Patent Applicant/Assignee:  
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Inventor(s):  
MELCHIONE Anthony R,  
MARTINEZ Rafael,  
SEIFERT Eric,  
HIRSCH Martin,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 9715023 A2 19970424  
Application: WO 96US16306 19961017 (PCT/WO US9616306)  
Priority Application: US 95544102 19951017; US 96702039 19960823  
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GE HU IL IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ  
PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN KE LS MW SD SZ UG AM  
AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT  
SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG  
Publication Language: English  
Fulltext Word Count: 32061  
Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

English Abstract

...profiling customers, enhancing customer relationships with the  
financial institution, and electronically tracking sales and service

**performance** during **marketing campaigns** . The system can also include a system for opening an account in a single session...

Detailed Description

... poor experience for the customer and less than optimum sales performance.

In addition, the sales **performance** of bank branches, branch managers, and others in charge of the **marketing campaigns** has not been analyzed and tracked effectively. A complete indication of sales **performance** has typically only been available after the sales campaigns are complete and after the results...